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Sandage

BROADCASTING

Broadcast Advertising

Vol. 18 • No. 5

MARCH 1, 1940 Stat
WASHINGTON, D. C.

Foreign
$4.00 the Year

$3.00 the Year
15c the Copy

Published Semi-Monthly, 25th issue (Yearbook Number) Published in February

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WHEN YOU BUY **WOR**, YOU BUY A STRENGTH AND CLARITY OF SIGNAL TO BE DUPLICATED NOWHERE ELSE. YOU BUY A SIGNAL *MULTIPLIED, DIRECTED, CONCENTRATED* ON THE GREATEST GROUP OF MARKETS—AND HOMES WITH RADIOS—IN THE UNITED STATES. YOU GET MORE FOR YOUR MONEY—MORE WAYS—MORE OFTEN.

AND DON'T MISS THIS EITHER, MISTER, WLS GETS RESULTS!

"Who in the world listens to the radio at five-thirty in the morning?" we're often asked. We don't argue the question. We merely point out the extraordinary results which early morning advertisers are getting over WLS.

WLS listeners tune in early—and they stay tuned in. Time, temperature and weather reports—news broadcasts—a score of vital service features—music and entertainment of the kind they like—all goes to win and hold an audience which is the talk of radio people everywhere.

The point that should interest you is this: No matter what time of day you use WLS—from early morning hours until sign-off time—you are sure to get results throughout the great 4-State Area—(Illinois, Indiana, Wisconsin and Michigan).

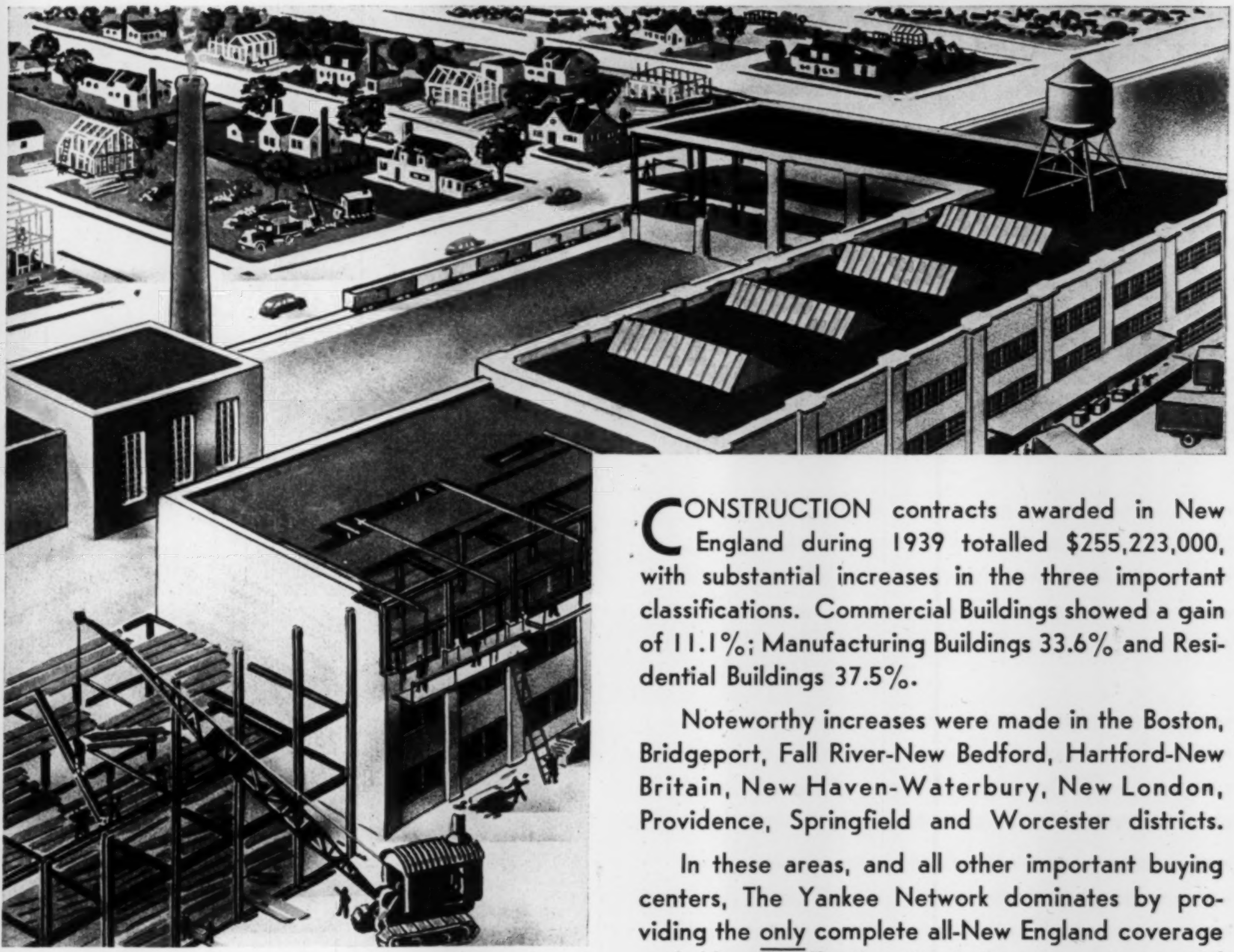
Wouldn't you like to know more about it? We dare you to ask us for details.

THE PRAIRIE FARMER WLS STATION

Burridge D. Butler, President (Chicago) Glenn Snyder, Manager

JOHN BLAIR AND COMPANY, National Representatives

BUILDING A GREATER NEW ENGLAND



CONSTRUCTION contracts awarded in New England during 1939 totalled $255,223,000, with substantial increases in the three important classifications. Commercial Buildings showed a gain of 11.1%; Manufacturing Buildings 33.6% and Residential Buildings 37.5%.

Noteworthy increases were made in the Boston, Bridgeport, Fall River-New Bedford, Hartford-New Britain, New Haven-Waterbury, New London, Providence, Springfield and Worcester districts.

In these areas, and all other important buying centers, The Yankee Network dominates by providing the only complete all-New England coverage—the locally-effective, 18-stations impact essential for volume sales in this rich, responsive market.

WNAC	Boston	WNBH	New Bedford
WTIC	Hartford	WHAI	Greenfield
WEAN	Providence	WBRK	Pittsfield
WTAG	Worcester	WLLH	Lowell Lawrence
WICC	Bridgeport New Haven	WLNH	Laconia
WNLC	New London	WRDO	Augusta
WCSH	Portland	WCOU	Lewiston Auburn
WLBZ	Bangor	WSYB	Rutland
WFEA	Manchester		
WSAR	Fall River		

EDWARD PETRY & CO., INC.
Exclusive National Sales Representatives

THE YANKEE NETWORK

21 BROOKLINE AVE. BOSTON, MASS.

Published semi-monthly, 25th issue (Year Book Number) published in February by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington, D. C. Entered as second class matter March 14, 1933, at the Post Office at Washington, D. C., under act of March 3, 1879.

The Grocers tell the Story

CHOOSE KOIN FOR RESULTS
WE WANT KOIN
RADIO SELLS MORE MERCHANDISE
KOIN DOES THE JOB
KOIN MOVES THE GOODS OFF OUR SHELVES

in PORTLAND, OREGON

Only a station admittedly first in its territory can make a dealer survey like this!

In Portland and ten outlying towns from February 9 to 14, 1940, grocers were questioned as follows by

ROSS FEDERAL RESEARCH CORPORATION

Question 1 "Which general advertising medium used by manufacturers of products you sell does the best job for you?"

Answer . . . RADIO FIRST with 62.5% . . . Next medium 33.6%

Question 2 "What Portland radio station in your opinion has most influence to move merchandise from your shelves?"

***Answer*... KOIN FIRST with 53.9%** **—next station 38.3%**

The unquestioned reliability and fairness of ROSS FEDERAL surveys is well known among advertising men. The above information leaves no room for doubt that KOIN is

FIRST CHOICE STATION in the PORTLAND MARKET

KOIN

The Journal

Affiliate of the Columbia Broadcasting System

1st IN AUDIENCE . . . 1st IN PRESTIGE . . . 1st IN SELLING POWER

National Representatives

FREE and PETERS . . . . . World Broadcasting System

HOW CBS CHANGES

Silver into gold

What has happened to International Silver sales in the three years "The Silver Theatre" has been on CBS ➡

XUM

HOW CBS CHANGES SILVER INTO GOLD.

Revealed by International Silver, 1937-40

> "Sales..the final test of advertising impact..have been zooming up..up..up ..in the past three years."

The first thing asked for in the advertising of *new designs* in fine silverware is . . . ***Pictures!***

Pictures to surround the silver with the romance associated with really fine silver. Pictures to register the International Silver selling idea: "Sterling Silver Craftsmanship applied to Silverplate."

What happened when International turned to *radio* for its pictures?

After thirteen weeks on CBS:

". . . We find we can *paint a more alluring picture* . . . gain a more appreciative audience . . . tell a better story in a shorter space of time . . . by radio than with the printed page."

After three years on CBS:

"Our salesmen are enthusiastic . . . our dealers are enthusiastic . . . *substantial increase in sales for every year we have been on the air.*"

So, International Silver summarizes its experience on CBS; bridges the gap between the first tentative exploration of a medium, and the current whole-hearted acceptance of it.

Pictures!

But even the *best* pictures . . . even radio's pictures . . . must reach the *entire* market for maximum sales impact.

International Silver has something to say about that, too:

"Remember," say they, "the fastest, most impressive way to reach *and sell* masses of people an idea is via radio."

For everybody who buys silver listens to radio!

International Silver has something to say about *that:*

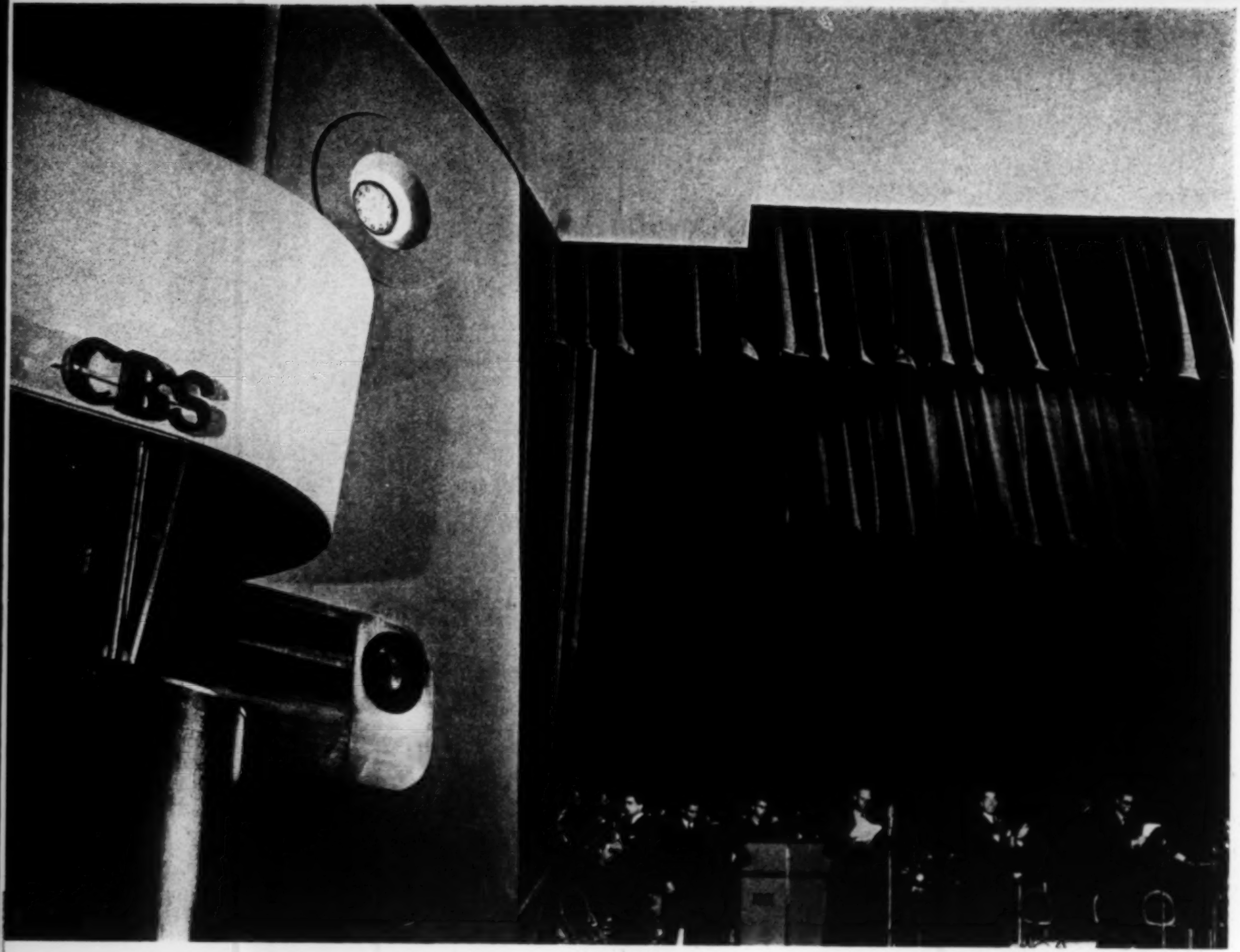
"The Silver Theatre over CBS is becoming even more popular . . . adding more and more listeners constantly. For example, the first broadcast of 1939-40 reached an audience 79% greater than the first audience in the 1938-39 series. In fact, for the first three programs of this year, the "Crossley" ratings—by which the popularity of radio shows is judged—were 47% ahead of the ratings for the same period last year. This means that the average single-broadcast audience this year will almost certainly be far greater than 9,000,000—proof indeed that the program and the network facilities are both doing a job."

And, as the popularity of the program has increased, sales of 1847 Rogers Bros. have increased . . . as International Silver says:

> ***"Sales . . the final test of advertising impact . . have been zooming up . . up . . up . . in the past three years."***

CBS
INTERNATIONAL SILVER COMPANY PRESENTS
THE SILVER THEATRE SUNDAY 600 PM EST

XUM

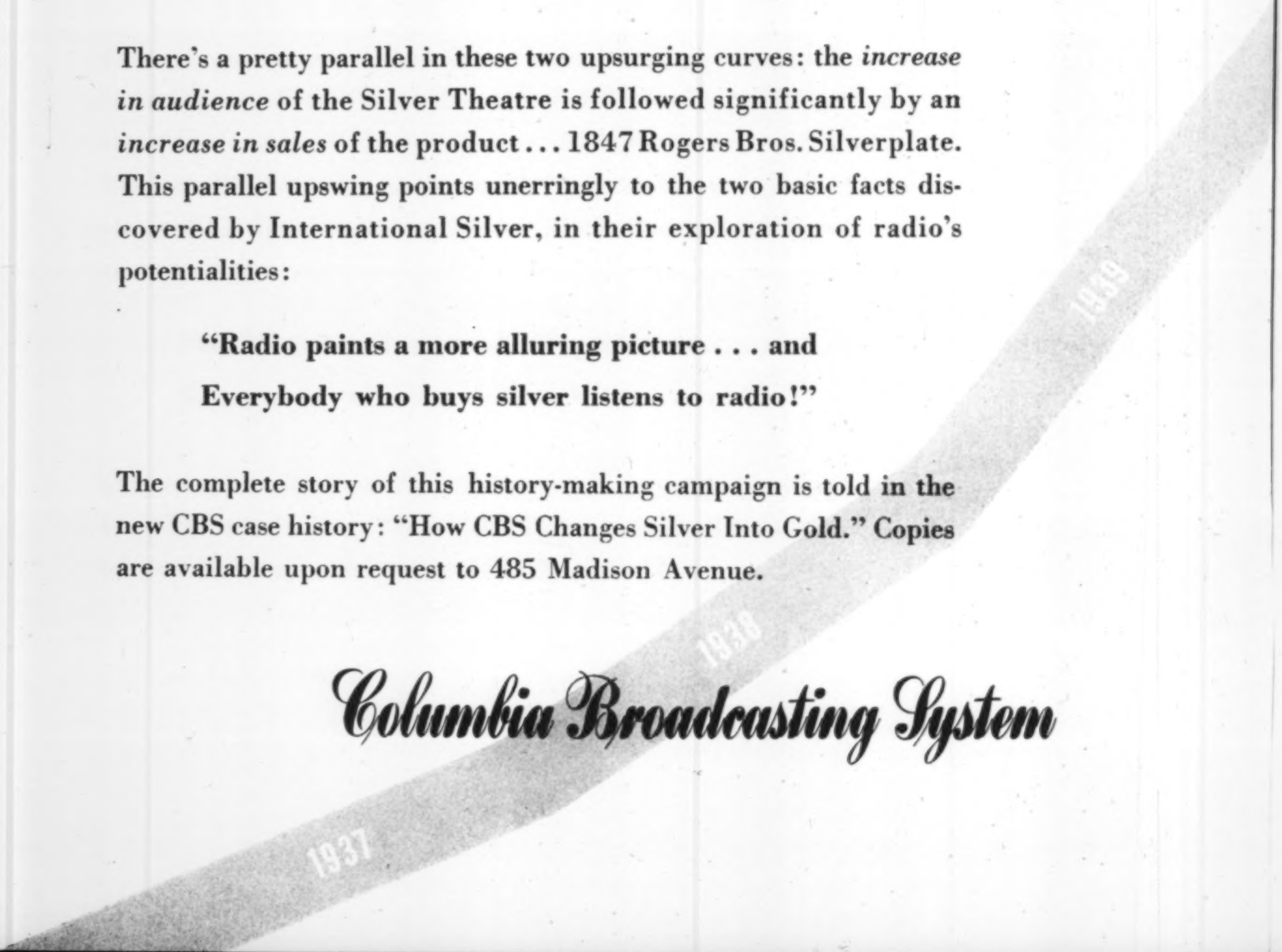


The Silver Theatre about to go on the air, from Columbia Square, Hollywood

There's a pretty parallel in these two upsurging curves: the *increase in audience* of the Silver Theatre is followed significantly by an *increase in sales* of the product . . . 1847 Rogers Bros. Silverplate. This parallel upswing points unerringly to the two basic facts discovered by International Silver, in their exploration of radio's potentialities:

> **"Radio paints a more alluring picture . . . and Everybody who buys silver listens to radio!"**

The complete story of this history-making campaign is told in the new CBS case history: "How CBS Changes Silver Into Gold." Copies are available upon request to 485 Madison Avenue.



Columbia Broadcasting System

DON'T TAKE OUR WORD FOR IT . . .

AREA SURVEYED

These are the findings of Benson & Benson, Inc., of Princeton, N. J., in a personal interview survey of 12 counties in the prosperous Kentucky Bluegrass, counties rating among the richest agricultural counties in America located in the WHAS primary listening area . . .

HOURLY PERIODS IN WHICH EACH STATION RANKED FIRST DURING THE 124-HOUR PERIOD SURVEYED

Station	WHAS 50,000 WATTS	2 50,000 WATTS	3 50,000 WATTS	4 250 WATTS	5 5,000 WATTS	6 50,000 WATTS	TOTAL
HOURS RANKED FIRST	74	39	-	9	1	1	124

These findings reflect the listening habits of both urban and rural audiences and demonstrate the predominant listener preference for Station WHAS . . .

There are listeners in 1,185,900 radio homes within easy earshot of your message broadcast by

WHAS

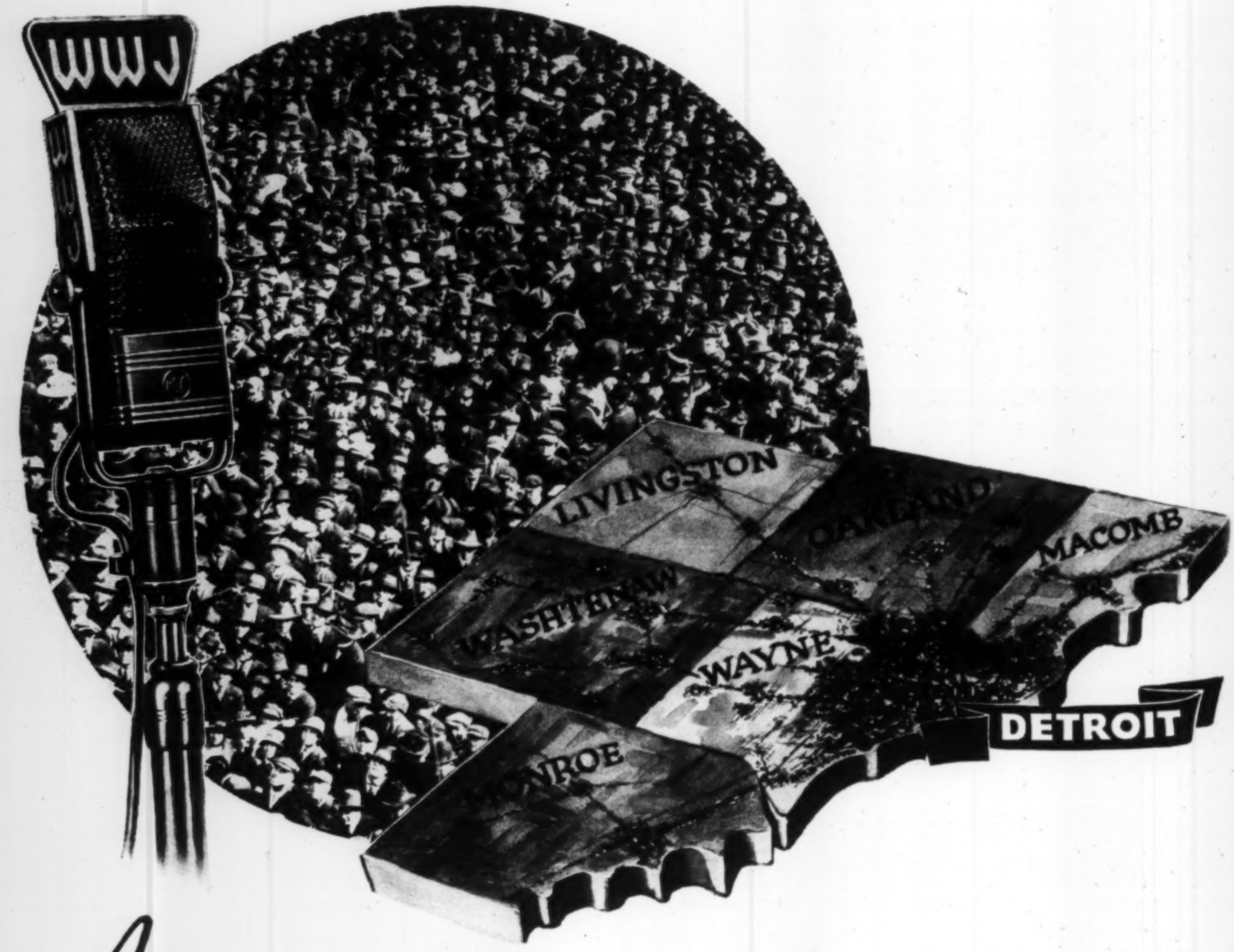
50,000 WATTS
BASIC CBS OUTLET

REPRESENTED NATIONALLY BY EDWARD PETRY & CO.

Owned and Operated by
The Courier-Journal
THE LOUISVILLE TIMES

RADIO LISTENING SURVEY
KENTUCKY BLUE GRASS AREA

Ask the WHAS representative to show you the detailed breakdown of the findings of the Benson & Benson survey . . .



A Powerful Voice in a Great Market

Here is the established Detroit market. It consists of six Michigan counties within a radius of 50 miles from downtown Detroit. In these six counties reside more than 2,300,000 people, or *48% of the total population of Michigan!* These six counties account for 54% of Michigan's total retail sales ($744,000,000 annually); 57% of the State's gainful workers; 59% of the industrial plants, and 65% of Michigan's income tax returns. Wayne County (Detroit), one of the six trading area counties, was ranked by the U. S. Department of Commerce recently as NUMBER ONE (1) in industrial wages in the country. More recently, the U. S. Department of Commerce reported that Wayne County led the whole country in recovery between 1929 and 1937. In fact, Wayne County was the only county in the United States to produce goods with a dollar and cents value *greater than in 1929!*

Here advertisers have a *proven market* capable of absorbing goods in vast quantity; a market that is available through a *single radio station—WWJ*—which has led all Detroit radio stations in listener interest *by every survey that has been made for 10 years!* Test your sales plan in this big, active market now. Let WWJ carry your message into the buying power homes.

WWJ

National Representatives
George P. Hollingbery Company
New York : Chicago
San Francisco : Atlanta

America's Pioneer Broadcasting Station

Member NBC Basic Red Network

Confucius Say:

HE WHO ADVERTISES OVER KWKH SELECTS POWERFUL MEDIUM TO REACH ONE OF AMERICA'S MOST RECEPTIVE MARKETS

CBS

AND never before was Confucius more right in his wise sayings. For Shreveport is the hub city for a rich tri-state area embracing North Louisiana, East Texas and South Arkansas. In fact, more people live within a 150-mile radius of Shreveport than there are within the entire state of Louisiana. And, too, business in 1939 was good and prospects for 1940 are even better. Building construction in Greater Shreveport totalled nearly $8,000,000 and retail business sales were 10 to 14 per cent higher than in 1938. KWKH, with its powerful 50,000 watts clearly reaching out and carrying your message to nearly three million people within a 150-mile radius, offers 1940 advertisers a splendid opportunity to increase sales. For network or spot advertising, you can't beat KWKH for coverage . . . and results.

KWKH

SHREVEPORT *50,000 Watts* **LOUISIANA**

MEMBER SOUTH CENTRAL QUALITY NETWORK

WMC – MEMPHIS • KARK – LITTLE ROCK • WSMB – NEW ORLEANS • KWKH-KTBS – SHREVEPORT

"I'm Nine Times a Millionaire EVERY WEEK"

THE GREAT STATIONS OF THE GREAT LAKES

The man who helped build your auto can help build your sales! Sell him through the Great Stations of the Great Lakes!

Markets cannot be figured merely in numbers of people! It's what those people have to spend for your product that is still more important.

Within the "Golden Horseshoe," that free-spending territory covered by WJR Detroit and WGAR Cleveland, industry pays *the highest average wage in the entire nation!*

Here (*just a single example*) you reach more than 80% of the workers employed in the automobile industry—more than a quarter million money-in-their-pockets prospects who earn between nine and ten million dollars every week.

Best of all—you need no staggering advertising budget to cover this vital market. Simply write WJR and WGAR into your schedules. You'll do a great job through the Great Stations of the Great Lakes.

WJR
THE GOODWILL STATION
Detroit

WGAR
THE FRIENDLY STATION
Cleveland

Basic Stations . . . Columbia Broadcasting System
Edward Petry & Co., Inc.,
National Sales Representatives

BROADCASTING
and
Broadcast Advertising

Vol. 18. No. 5 WASHINGTON, D. C., MARCH 1, 1940 $3.00 A YEAR—15c A COPY

Copyright Activity Breaks on All Fronts

BMI, With Funds Assured, to Name Director and Get Under Way; Society Delays Report After Buck Arrest

AS ASCAP basked in the sunshine of nationwide publicity cropping from the dramatic if inopportune arrest of its president, Gene Buck, in Phoenix, Ariz., on "fugitive" charges, more serious moves being made by both the broadcasting industry and Uncle Sam were destined to have important bearing on future copyright licensing practices of Tin Pan Alley.

Broadcast Music Inc., with a guaranteed war chest of $1,170,000 already accounted for, moved into the final phases of its pre-operating plans to establish a wholly-owned industry music supply, which would rid the industry of its dependence upon ASCAP. Meanwhile, it was learned the Department of Justice is giving more than cursory consideration to revival of its anti-trust suit against ASCAP, which has been dormant for nearly five years, and, if preliminary indications mean anything, the base of the anti-monopoly actions may be considerably broadened.

ASCAP Defers Report

The Buck incident, growing out of criminal actions taken by Montana authorities in connection with allegations of extortion by ASCAP in that State, apparently was being used with telling effect by ASCAP to offset these other developments toward creation of a "competitor" of the Society. Current contracts of broadcasters with ASCAP expire at the end of the year and the Broadcast Music project is designed to create a music reservoir prior to that time which will place the industry in a position to bargain with ASCAP, or even prepare to get along without its catalogs. Approximately $4,000,000 was paid the Society last year in royalties, having been assessed percentage-wise on the entire incomes of stations, whether or not ASCAP music was employed.

Almost as dramatic as the Buck arrest was the announcement Feb. 26 by E. Claude Mills, chairman of the ASCAP Administrative Committee, that the ASCAP board would postpone consideration of the report of its Radio Committee, projecting a proposed new radio license plan, for at least a month, entirely as a result of the Phoenix affair. The board had planned to consider this matter at a meeting scheduled Feb. 29.

Mr. Mills said the report would not be submitted until Mr. Buck's return to New York a month hence, because the emotional reactions of individual board members to the arrest would make it impossible for the report to receive calm consideration if presented at this time.

Clearance at Net Source

While Mr. Mills declined to discuss the proposed terms of the radio licenses, it has been reported that clearance at the source will form a definite part of these contracts and that it is likely the networks will be called upon to pay a larger share of the ASCAP fees with a proportional lightening in the payments from individual stations, whether affiliates or independents. The fees for the smaller stations, whose musical programs come largely from records, according to the advance reports, would be reduced substantially under the new terms. Prior to the Buck arrest, John G. Paine, ASCAP general manager, and Charles Schwartz, co-counsel, were in Arizona conferring with Mr. Buck on the proposed new contract draft.

While ASCAP officials railed over what they termed the "despicable" Buck arrest, which made big headlines and pictorial displays in the newspapers, competent legal counsel brought out that the ASCAP "martyrdom" easily could have been avoided had Buck followed the course taken by executives of NBC and CBS, who also were named in the Montana action. When a previous attempt to serve warrants against ASCAP officials was made in New York last September [BROADCASTING Oct. 1], it was explained that service was not attempted against the network executives because they had sent letters to Montana authorities denying their guilt and stating they would not waive extradition. When similar statements were not forthcoming from ASCAP, County Attorney Edward T. Dussault of Hellgate County, Missoula, had requested New York police either to obtain such statements from ASCAP officials or to arrest them. Service of the warrants by New York police was blocked by Mayor LaGuardia. Subsequently, when Mr. Buck's presence at Phoenix was ascertained, Prosecutor Dussault issued a warrant charging him with attempting to obtain money under false pretenses and conspiracy to extort, both misdemeanors, in addition to an "attempted extortion" charge.

Because this incident developed at a time when BMI was going into its final pre-operations lap, it was thought in industry quarters that ASCAP was seeking to make the most of the opportunity. In any event, it was generally agreed that from the publicity standpoint, whatever the genesis of the incident, it was ill-timed. Moreover, the ASCAP "play" was seen as one climaxing its claim of "persecution" by the broadcasting industry in its testimony in connection with the various State anti-ASCAP laws and resultant litigation.

Photo courtesy Arizona Republic

VISIONS of the clink in Hellgate County, Missoula, Mont., must have loomed before Gene Buck (right), ASCAP president, as this picture was made in the office of Sheriff Lon Jordan, of Phoenix, Ariz., after Mr. Buck's arrest as a fugitive at the request of Montana authorities. The charge was attempted extortion in connection with ASCAP's licensing of Montana stations for performance of music. A justice of the peace set March 5 as the time for hearing, and Mr. Buck's bond of $10,000 was reduced to $750. Finis was written to the incident Feb. 28 when Gov. Ayers of Montana refused to extradite ASCAP's "grey eagle".

BMI To Name Head

Meanwhile, Broadcast Music forged ahead with its operating plans. As BROADCASTING went to press, there were 267 stations accounted for as subscribers to BMI stock, with one-fifth of their commitments, amounting to approximately $240,000, already in the bank. The aggregate thus subscribed for both stock and license fees by these stations was some $1,172,000 toward the goal of $1,500,000 established by the special NAB convention in Chicago last September as the "war chest". In addition, 107 stations have pledged BMI subscriptions, which would swell the figure some $250,000, it is estimated.

Selection of the new directing head of BMI, probably to be its president, will be announced within a fortnight, it was indicated by NAB President Neville Miller, now serving as BMI president. Said to be an outstanding figure in the music field, the new executive already has tentatively accepted, it was reported, but desires to clear up other commitments before taking over the BMI helm.

Meanwhile, under the direction of Sydney M. Kaye, New York attorney and BMI vice-president and general counsel, plans for BMI development are said to be crystallizing. Already on the staff of the company at its headquarters offices at 580 Fifth Ave., New York, in addition to Mr. Kaye is Julius Witmark, son of the late Julius Witmark, singer, composer and publisher, and member of the firm

(*Continued on page 80*)

Early Placement Of $3,000,000 in Time Is Expected

Original TBS Package Draws Offers From Many Groups

DECISION on the allocation of the approximately $3,000,000 additional advertising appropriation which American Home Products Co. and Sterling Products Inc. had originally earmarked for the proposed new national network, Transcontinental Broadcasting System, is expected soon. Blackett-Sample-Hummert, agency for these accounts, has submitted proposals from NBC-Blue, from MBS and from individual stations which offered special package rates for the broadcasting of the programs by World Broadcasting System transcriptions, for their clients to consider along with the offer made by the reorganized TBS.

Special Propositions

The NBC-Blue rate for such sizable advertisers adds up to a total of 60% of rate-card figures, when both the special Blue discounts and the volume and year-round discounts are figured. MBS is bidding with its new package plan, which offers a 50% discount from published rates. Terms offered by individual stations in response to an inquiry made by WBS, which proposes to transcribe the programs if this method is adopted, and of the TBS offer, have not been divulged.

Meanwhile, TBS and its new executive director, H. K. Boice, have made no statements regarding plans for getting the twice-deferred network under way. As has been the case since the first announcement that another national network was being planned, the air is full of rumors about what TBS is about to do or not to do, but no comment whatsoever could be secured from network officials except the bland statement that an announcement would be made whenever TBS had anything to announce.

Gulf Takes 'Ellery Queen'

GULF OIL Corp., Pittsburgh, on April 28, for the summer only, is replacing the *Screen Guild Theatre* program on CBS with the CBS sustaining program *The Adventures of Ellery Queen,* which will be heard Sundays, 7:30-8 p. m. (EDST). The company retains its option on the *Screen Guild* show if it wishes to sponsor that program again in the fall at the end of Daylight Saving Time. The *Ellery Queen* show, which has been heard on CBS, Sundays, 10-11 p. m., on March 3 will be cut to the half-hour period from 10-10:30 p. m. preparatory to its sponsorship in the spring by Gulf. Young & Rubicam, New York, is the agency in charge.

'Ellery Queen' to Screen

LARRY DARMOUR, Hollywood independent picture producer, through Columbia Management, that city, on Feb. 14 acquired film rights to the CBS sustaining program, *The Adventures of Ellery Queen*. He will make at least three pictures yearly, using the entire radio cast and release through Columbia Pictures Corp. Gulf Oil Corp., Pittsburgh, on April 15 starts for 39 weeks, sponsoring the weekly program, replacing its current *Screen Guild Theatre* series.

ON THE AIR
"COURT OF MISSING HEIRS"
CBS
SID HIX

Drawn for BROADCASTING by Sid Hix

"You're Wanted on the Phone—It's the Pot O' Gold Program!"

CABLES MELTED

And Fire Brings Novelties in Capital Service

WRC and WOL, Washington, were forced to set up temporary studios in their transmitter buildings Feb. 23 when fire destroyed a two-story farm shack about a half-mile from the transmitters, burned through a WRC phone cable carrying program service from the downtown studios to the outlying transmitter and melted the WOL cable. Engineer Samuel Newman immediately switched to emergency transcription equipment when the break came, and with phone connections to the WRC studio also cut, broadcast an SOS to the master control room. Announcers armed with recordings and the regular 11 p.m. Esso news reports rushed to the transmitter and resumed the program schedule. With a shortwave transmitter to relay the land-line pickup, the emergency setup was used for a regular dance band broadcast from a local hotel.

WOL, MBS outlet in Washington, also lost connection with its transmitter when its cables, although located across the road and not actually touched by the flames, were melted. Unable to reestablish service between studios and transmitter, WOL continued on the air until its usual signoff time, 2 a.m., broadcasting transcriptions from the transmitter.

Basic Foods' Plans

BASIC FOODS Inc., Los Angeles (health breads), sponsoring the noontime five-weekly quarter-hour commentary program, *Facts About Life & How to Live It,* heard on KHJ, that city, on Feb. 19 added two other Don Lee network stations (KGB KFRC), Mon. thru Fri., 12:15-12:30 p.m. (PST). Contract is for 52 weeks and program features Dr. Curtis H. Springer as commentator. In addition the firm on Feb. 19 renewed for 52 weeks, its late afternoon five-weekly quarter-hour program of similar title on KHJ and contemplates transcribing the series for placement on stations nationally in an early spring campaign. Agency is Elucidator Publications Inc., Los Angeles.

Volume Discounts Issued by Mutual

Package Plan Is Available to Users of Extensive Hookups

RATE schedule for the new Mutual "full network volume discount plan" was issued Feb. 27 by the MBS sales promotion department, offering sizable discounts to advertisers using extensive networks on 52-week minimum contracts. This package plan is available to advertisers using daytime or nighttime periods of an hour, a half-hour or a quarter-hour five times weekly, and to those using nighttime hours or half-hours once a week for the 52-week minimums.

While the package rates are quoted in dollars only, comparison with station rates shows the discounts to be 50% for the hour and half-hour five-time-weekly periods, 45% for quarter-hours five times weekly, and 40% for hours and half-hours used once a week.

Weekly Minimums

To obtain these discounts, advertisers must expend weekly minimums, as follows: $12,888.90 weekly for five daytime hours; $7,694.78 weekly for five daytime half-hours; $5,403.26 for five daytime quarter-hours; $23,692.80 for five evening hours; $14,155.55 for five evening half-hours; $10,104.75 for five evening quarter-hours; $5,686.27 for one evening hour, and $3,397.33 for an evening half-hour.

Advertisers are required to use all basic stations, including WOR, WGN, WIP, CKLW, WCLE (daytime) or WHK (evening), KXOK, WCBM, WWSW, WKBW, WOL, WDGY, WKRC, WHB (daytime) or KITE (evening), WSAY, WHKC, KFEL, KFOR, WHBF, the complete Don Lee Network of 31 stations and the 13-station Colonial Network—a total of 62 stations. The plan also calls for a minimum expenditure for stations in each of four supplementary groups, to be used in completing the total expenditure necessary to secure the volume discount.

Schedule includes 10 MBS stations also affiliated with NBC and one (WNBF, Binghamton) which is a CBS affiliate, these being marked as being able to guarantee time only during certain hours or by special arrangement.

In announcing the plan, MBS emphasized that these volume discounts in no way interfere with Mutual's basic sales policy of offering at usual rates networks of any size the advertiser may desire, from 2 to 120 stations, but that this new plan is for quantity buyers who want network service table d'hote rather than a la carte.

Texas Revocations Get Early Hearing

FCC to Review Deletions at Home Cities This Month

ACTING with unusual expedition, the FCC Feb. 27 ordered hearings on revocation proceedings against six Texas stations to begin March 5 in Austin and March 7 in Dallas. All of the stations were cited for alleged hidden ownership or control, largely involving purportedly undisclosed interests of Rev. James G. Ulmer, Texas broadcaster-minister, and Roy G. Terry, chief owner and manager of KOCA, Kilgore [BROADCASTING, Feb. 15].

The Commission denied a petition filed on behalf of five of the six stations by James C. Hanley, former Radio Commissioner, for a postponement until April 8 or thereafter. It was indicated the Commission felt that revocation proceedings should be handled expeditiously.

Five of the six stations were cited for revocation under orders issued by the Commission Feb. 8, to be effective Feb. 24, while the sixth — KGKB, Tyler — was cited Feb. 13, effective March 1. Since all of the stations requested hearings, the revocation orders automatically were cancelled.

George B. Porter, FCC assistant general counsel, will act as Commission prosecutor at the hearings, to be presided over at the outset by Commissioner Payne. DeQuincy V. Sutton, FCC head accountant, and Hugh B. Hutchison, attorney who conducted the investigations in Texas, also will participate. Mr. Hanley will represent all but one station, KAND, which is represented by William A. Porter.

The hearings are scheduled to open March 5 at Austin with KTBC, 1,000-watt daytime regional, the first station to be heard. Hearings will resume March 7 in Dallas with KNET, Palestine local, called as the first station. Tentative dates set for other stations cited at Dallas are KRBA, Lufkin, March 11; KSAM, Huntsville, March 12; KAND, Corsicana, March 13; KGKB, Tyler, March 14.

Seeking Florida Outlets

FORMER Gov. David Scholtz of Florida is president and 33% stockholder in Pan-American Broadcasting System Inc., applying to the FCC for a new 250-watt station on 1240 kc. in Hollywood, Fla., adjacent Miami. His brother, Carl Scholtz, is treasurer and 17% stockholder, with other stockholders Nellie M. Joyce, Miami business woman, secretary, 16%; George H. Bowles, former California station operator now residing in Miami Beach, 33%; Oscar T. Johnson, Hollywood hotel man, 1%. Practically the same interests are applicants for new locals in Key West and Fort Pierce, Fla. [See stories on other Florida applications on page 34].

Pure Oil Co. Planning NBC Kaltenborn Series

PURE OIL Co., Chicago, which has been sponsoring *H. V. Kaltenborn* thrice weekly on 37 CBS stations, 6:30-6:45 p. m., is planning to shift the program on May 28 to a special network of 36 NBC-Red and Blue stations, for presentation Tuesdays, Thursdays and Saturdays, 7:45-8 p. m. The contract, which would be for 52 weeks, had not been signed as BROADCASTING went to press.

The *Kaltenborn* program on CBS terminates May 17. It is also rumored that Mr. Kaltenborn will do special work for NBC, but no confirmation of this could be obtained from NBC executives. Agency handling the account is Leo Burnett Co., Chicago.

WEAF-WJZ Spot Gains

TOTAL increase of 68% for national local spot sales of NBC's m. and o. stations WEAF and WJZ, New York, for the first two months of 1940 has been reported by Maurice Boyd, NBC's New York spot and local sales manager. Billings for the two stations for 1939 were 28% larger than 1938, Mr. Boyd stated. New and renewed clients for the first two months of 1940 on the two stations are: J. B. Williams Co.; McKesson & Robbins; Nestle-Lemur Co.; Grocery Store Products Co.; Standard Oil Co. of New Jersey; Campbell Soup Co.; Paramount Pictures; Axton-Fisher Tobacco Co., and Studebaker Sales Corp.

Heralding Bock Beer

THE BREWERS Board of Trade of New York and the New Jersey Brewers Assn., consisting of 23 brewers organizations, on March 9 will sponsor a quarter-hour program on WEAF, New York, as promotion for the start of the Bock Beer season in New York on March 11. The program will originate in the Ritz Theatre, New York, and will star Olson & Johnson of the Broadway play "Hellzapoppin", in addition to a beauty contest for New York and New Jersey goats. BBDO, New York, handles the account.

New BBC Representative

GERALD COOK, formerly director of television for the BBC in London, has been appointed BBC North American representative with headquarters in New York, replacing Felix Greene, who has held that position since 1935 when the BBC first opened a New York office to handle its activities in the United States and Canada. Mr. Greene will return to the BBC in England. Mr. Cook has had previous experience in the United States and Canada.

Griffin Using Net, Spots

GRIFFIN MFG. Co., Brooklyn (shoe polish), which starts a dramatic program on 4 MBS stations March 16, Saturdays, 8:30-8:45 p. m., is planning also to use announcements on a large number of stations. The list has not yet been selected, according to Bermingham, Castleman & Pierce, New York, the agency.

Careful Study of Pot o' Gold Being Given by Justice Dept.

Possible Lottery Angles Get Federal Scrutiny; Aylesworth Named as Counsel for Agency

"CAREFUL scrutiny" is being given by the Department of Justice to the *Pot o' Gold* and other prize award programs to which its attention has been called, but no conclusion has yet been reached as to whether these offerings constitute actionable violations of the lottery statutes, it was learned Feb. 27 at the Attorney General's office.

While the FCC had announced formally Feb. 8 that it had transmitted to the Department facts concerning the Tums-NBC-Red feature, along with a local prize offer in Texas, it was stated at the Department that it had received no formal notice of this action until Feb. 21, at which time the Commission delivered the data. Nothing has been given the FCC in the way of a formal or informal opinion on these matters, it was added. The FCC's reference of these prize offers to the Department was provoked by some 100 complaints from theatre owners, religious groups and other organizations and individuals, including members of Congress [BROADCASTING Feb. 15].

Aylesworth as Counsel

Meanwhile John Butler, vice-president of Stack-Goble Advertising Agency, New York, placing the Tums account, asserted that M. H. Aylesworth, former NBC president, had been appointed counsel for the agency in connection with the Government action, if and when it became necessary to proceed. Mr. Butler expressed the view that the program would remain on the air.

In other quarters, it was learned that WDAF, Kansas City, dropped the program Feb. 20 and that other stations were making inquiries about the desirability of continuing prize contests of that nature. It was also reported that WFBR, Baltimore, basic Red outlet, on advice of counsel, had rejected the program when it was first launched in the autumn of 1939.

Along with the *Pot o' Gold*, the Department was investigating a local prize offer in Texas, sponsored by Mead's Bakery, on which complaints had been received. This involved a *Mystery Woman* who called at houses in the community to buy a loaf or part of a loaf of Mead's bread for $5. Housewives not having the loaf did not receive the prize.

While previous legal opinions, both private and official, are reported to have held the *Pot o' Gold* as clearly not a lottery because no element of consideration was involved, it was thought in some quarters that new efforts might be taken to adjudicate the issue in the light of the tremendous growth of such features on the air, in motion picture houses and even newspapers and magazines.

Should that course be taken, presumably it would be on the theory that a different type of judicial interpretation, superseding established precedent, might be developed. The key to the *Pot o' Gold* type of presentation, according to attorneys, is whether the courts in the final analysis now might be disposed to hold that an element of "consideration" is involved in the fact that the winner of a prize award over the air must be at home. In *Pot o' Gold*, however, only the major award ($1,000 or more) is accorded the listener who answers his phone, after being selected by the spinning of the wheel. If he is not at home, a sort of consolation prize of $100 is awarded, which attorneys have held eliminates any element of consideration.

Beechnut Testing

BEECHNUT PACKING Co., Canajoharie, N. Y., late in January started a test campaign for Beechnut gum using daily station break announcements on a small list of Southern stations. Newell-Emmett Co., New York, is agency.

Blow by Blow
Golden Gloves Broadcast
WGL 1370 KC.
FEB. 13th
8:30
GOLDEN GLOVE '3

GOLD FROM GOLDEN GLOVES as a local low-priced variety store merchandised its sponsored Golden Gloves broadcasts on WGL, Fort Wayne, with this window display. Short commercials, a la the Adam Hat fight broadcasts, were used. Store manager was reported well pleased with the store traffic and interest engendered, and recorded phenomenal results on some of the items advertised during the amateur fight broadcasts.

MBS Picks Wood As Head of Sales; McGuineas to WGN

Contracts Ratified, Plans to Develop Network Discussed

Mr. Wood

PURSUING recently inaugurated plans for expansion of its network operations, MBS on Feb. 21 designated Edward W. Wood Jr., sales manager of WGN, Chicago, as sales manager for the network, with headquarters in New York.

Filling a newly-created post, Mr. Wood will take over direction of all MBS sales activities, heretofore handled out of offices of affiliated stations. Bill McGuineas, head of WGN's New York office, will replace Mr. Wood in Chicago as WGN sales manager, with Norman Boggs of the Chicago sales staff transferred to the New York WGN office.

Contracts Ratified

These changes followed a two-day meeting of MBS members and shareholders in Chicago Feb. 20-21, at which station contracts were ratified and shareholders' agreements accepted. Plans for further development of the network were discussed by the board of directors and the newly-created operating board.

Mr. Wood has been with WGN for eight years and was on the station's Chicago staff for a year before opening its sales office in New York where he was stationed for two years. Five years ago he was named WGN sales manager. Mr. McGuineas has been with WGN six years. Mr. Boggs joined WGN three years ago, coming from WAAF, Chicago, where he was sales director.

Attending the meetings were W. E. Macfarlane, MBS president, who presided; E. M. Antrim and Mr. Wood Jr., of WGN; T. C. Streibert, WOR, Newark; Lewis Allen Weiss, Don Lee Broadcasting System; John Shepard 3d, Colonial Network; H. K. Carpenter, United Broadcasting Co. of Cleveland and Columbus; C. E. Campeau of CKLW, Windsor-Detroit; Hulbert Taft Jr., of WKRC, Cincinnati, and Fred Weber, general manager of Mutual.

U. S. Steel's First

AMERICAN STEEL & Wire Co., Cleveland, a United States Steel Corp. subsidiary, on Feb. 19 started sponsorship of *Farm Bulletin Board* thrice-weekly on WLS, Chicago, and on Feb. 20 a general news quarter-hour thrice-weekly on WLW, Cincinnati. It marked U. S. Steel's first radio campaign. The WLS program, heard Monday, Wednesday and Friday, 6:15-6:30 a. m. (CST), covers weather and crop reports along with market prices. The Cincinnati broadcast is heard 7:15-7:30 a. m. (EST), Tuesday, Thursday and Saturday. The company's American fence and other steel products used on the farm are promoted.

WJEJ, Hagerstown, Md., has joined MBS as that network's 120th outlet.

Definite Date for Treaty Shifts Studied

FCC Ponders Data for Sweeping Change in Allocations

FORMAL ANSWER to the question of eager broadcasters as to when the broadcast reallocation in pursuance of the Havana Treaty will become effective, still remains unanswered though indications are it will be after the tentative Aug. 1 date arbitrarily set.

The FCC is still awaiting formal notification of the "final act" by the Mexican Government, which requires filing with the Cuban Government at Havana, as host nation, of the treaty ratification papers. While it is known that the treaty has been ratified without reservations, signed by President Cardenas and published in the *Dairo Official* of Mexico, the technicality of depositing the papers at Havana has not yet been effected, insofar as Washington officialdom is aware.

Meanwhile, the FCC is actively discussing the reallocation, but no conclusions have been reached on the important procedural aspects. These include the effective date, the actual list of station shifts beyond those specified in the treaty, and the procedure to be pursued in effecting the reallocation.

To Follow Treaty Terms

One thing appeared clear, however, in spite of rumor—that the disposition is to have an allocation conforming with the treaty terms rather than anything in the nature of a more drastic "political" allocation. Because of developments since the agreement was reached in 1937, there will be a few modifications, regarded as of a relatively minor nature, but these, it was indicated, would be wholly within the framework of the treaty and would not alter its basic engineering or social philosophy.

Setting of the tentative Aug. 1 date, on which all station renewals will fall due, should not be accepted as even the prospective date of changeover, it is evident. Although it may be found that this deadline can be met, the Commission nevertheless is confronted with a number of factors which it must take into account, not the least of which will be the wishes of Canada, Mexico and Cuba.

Summer Better for Changeovers

Conflicts which may develop as a result of assignments of stations within the treaty terms conceivably might require a change in date. Moreover, the FCC has discussed such matters as the most desirable time for a shift. Since 1940 is a presidential campaign year, it was thought in some quarters that a date prior to the November elections might cause inconvenience for listeners. This school appears to favor a Dec. 1 changeover—or after the presidential elections.

Conversely, the view is projected that summer is the better time to effect the changeover, which will involve 730 of the more than 815 stations operating or authorized for construction, inasmuch as summer wave propagation characteristics are better suited than winter, when maximum station performance occurs. Moreover, it was pointed out that building and antenna construction can be accomplished far more speedily in the summer than when colder weather sets in. Because many stations will be forced to locate at new sites or revise directional arrays, there is likelihood that when the shift becomes effective, such stations may be assigned on their new frequencies with temporarily reduced power to minimize interference.

Three Mexican Stations Shifted

Meanwhile, another complication developed, but was seen as only temporary. Three of the higher-powered border stations in Mexico, it was reported, have been authorized to shift from Canadian to U. S. channels pending the effective date of the treaty. These stations, all slated to pass out of existence or content themselves with local or regional powers when the treaty becomes operative, have been put on exclusive Canadian waves.

It has been officially confirmed that XEAW, Reynosa, operated by Carr Collins, executive of Crazy Water Crystals Co. and close friend of Gov. Lee O'Daniel of Texas, was shifted in mid-February from 960 to 1050 kc., with reported power of 100,000 watts. It is already reported to be causing interference with KNX, assigned to that wave, as well as KRLD, Dallas, on adjacent 1040 kc. XENT, Nuevo Laredo, operated by Norman T. Baker, ex-Muscatine, Ia. broadcaster who recently was convicted and sentenced in Federal court in Arkansas to serve four years in prison for using the mails to defraud [BROADCASTING, Feb. 1], is reported to have been authorized to shift from 910 kc. to 810 kc., the clear channel of WCCO, Minneapolis, but so far as could be ascertained the change has not yet taken place. Finally, XERA, Villa Acuna, operated by Dr. John R. Brinkley on 840 kc. with listed power of 180,000 watts, was said to have been authorized to shift to 970 kc., used dominantly by WCFL, Chicago, and KJR, Seattle.

While reports lack confirmation, it is understood Mexican authorities were prevailed upon by Canadian officials to authorize these shifts pending the effective date of the treaty because the higher-powered border outlets were seriously disrupting important war broadcasts of Canadian stations. Officials representing the Canadian Government are understood to have been in Mexico City recently on this mission.

The bi-lateral agreement, under which four of the Mexican Class I-A channels will be kept entirely clear insofar as this country is concerned, while on two others only one station in this country will operate, has not yet been drafted and will not be until Havana is notified of Mexico's ratifications. However, there is an oral understanding on this and the Mexican Senate's ratification of the treaty actually was based on this understanding.

Minor Alterations

Constituting what would amount to the only deviations from the original treaty provisions, these changes will necessitate a number of alterations in contemplated assignments of stations in this country. However, these can be accommodated entirely within the treaty terms, it is reported, and will not cause anything in the nature of an insurmountable obstacle. The four entirely clear frequencies are 730, 800, 900 and 1570 kc. Those on which there will be only one station in the United States are 1050 and 1220 kc. Canada also is understood to have given its assent to this understanding, likewise not in written form as yet.

Within a short time following Mexico's deposit of the treaty ratification at Havana, it is expected this country will be in a position to forward its lists of changes to Havana, where they will be interchanged with those of other signatory countries. A date more or less pulled out of the air for that purpose is April 1. The four major nations then will require at least a couple of weeks to check the proposed allocations in each country and perhaps hold an engineering meeting to iron out differences.

To Decide Hearing Routine

While the treaty requires that 180 days notice be given the signatories from the date of filing the lists with Havana, it nevertheless is understood that, by mutual consent, this time can be substantially reduced—perhaps to two or three months if desirable. When the lists are made public, stations thereupon will be on notice of their new assignments. Whether actual show cause orders will be issued so that those licensees who desire to protect their assignments can procure routine hearings, is still to be decided.

The FCC Feb. 20 announced adoption of an order confirming the tentative Aug. 1 date, pointing out that no protest had been received to its order of Jan. 29 directing that all outstanding broadcast licenses expiring after March 1 be modified to expire on Aug. 1 as a preliminary to the Havana allocations. The time for filing of objections expired Feb. 15.

Pre-Season Baseball to Be Sponsored; Gen. Mills, Goodrich Make Coast Plans

ENTIRE line-up of pre-season games played this spring by the Brooklyn Dodgers will be broadcast on WOR, Newark, which will also broadcast the team's regular games throughout the summer under co-sponsorship of General Mills and Procter & Gamble Co.

Exhibition series starts March 8 and includes 34 games running until the opening of the season April 16. Al Helfer will broadcast these contests from wire reports sent to WOR by Red Barber, regular baseball announcer, who will accompany the Dodgers on their spring tour. Red himself will take the mike at Ebbets Field for a direct broadcast of the Brooklyn-Yankee series which will conclude the pre-season tour.

Baseball broadcasts in three more cities, in addition to the list published in the Feb. 15 BROADCASTING, have been set for co-sponsorship by General Mills and Atlantic Refining Co. In Buffalo, the broadcasts will be on WGR, with Ralph Hubbell announcing; in Syracuse the station is WSYR and the announcer is Nick Stemmler, and in Baltimore Lee Davis will describe the games over WCBM. Knox Reeves Advertising, Minneapolis, is the General Mills agency, while N. W. Ayer & Son, Philadelphia handles the Atlantic account. In Louisville General Mills and Goodrich will jointly sponsor Colonel's games on WAVE, with Don Hill announcing.

Plans to carry all games of the Pacific Coast Baseball League, home and away, in California and Oregon as well as the games of the Western International League in Washington, under General Mills and B. F. Goodrich Rubber Co. sponsorship are in the working stage.

R. W. Stafford, general manager of the Westco Adv. Agency, San Francisco, the General Mills agency, stated that although all stations had not yet been signed, in all probability at least 12 would carry the sponsored games. The Pacific Coast League opens its season April 1.

Westco is negotiating with sportscasters to handle the descriptions of the games as well as recreations when the home team plays out of town. Already signed is Dean Maddox, who will describe the Oakland ball club games on KROW, that city.

The sponsors are dispensing with a general announcers' conference this year, such as they have conducted in the past few years. Instead, according to Mr. Stafford, he and executives of General Mills and Goodrich will conduct a "traveling school", going to Los Angeles, San Francisco, Portland, Ore. and Seattle, to instruct the announcers and commentators on the correct handling of the games, the commercials and other merchandising.

Hyde Park Breweries Assn., St. Louis, will sponsor all home games of the two local major league teams, with Ray Schmidt and Alex Buchan handling play-by-play. The list includes 14 night games.

In Cleveland, Smerda's Music House will sponsor *Dugout Interviews* just before Indians games, with Jack Graney, who also gives the play-by-play accounts for General Mills and Socony-Vacuum Oil Co., both running on WCLE.

'True Detective' Spots

MacFADDEN PUBLICATIONS, New York, on March 5 starts a test campaign for *True Detective Mysteries* using nine spot announcements weekly on several stations. Agency is Joseph Katz Co., New York.

PHILCO RADIO & Television Corp., Philadelphia, on March 4 extends Wythe Williams' *As the Clock Strikes* now on WOR, Newark, to WAAB, Boston, three quarter-hours weekly. Agency is McKee & Albright, Philadelphia.

FCC Approves Commercial Television

Sept. 1 Date Set; No Allocations Are Made

IN A burst of speed, the FCC on Feb. 28 approved new rules to foster advent of commercial television, permitting "limited commercial" operations beginning Sept. 1. Simultaneously, it deferred the actual allocation of channels for television until the outcome of hearings on frequency modulation broadcasting scheduled to begin March 18.

Adopting recommendations of its Television Committee with only minor alterations but after protracted discussion [BROADCASTING, Nov. 15, Jan. 1, Feb. 1], the Commission in effect lifted the experimental barrier to the extent that stations engaged in regular telecasting will be enabled to obtain from sponsors sufficient revenue to defray operating overhead, if possible. It is stressed, however, that emphasis on the commercial aspects at the expense of program research be avoided.

Change of Course

Altering its previous course, which contemplated awaiting the outcome of the FM hearing before action on television, the Commission held meetings Feb. 27 and 28, completing the revisions of the proposed rules to govern the advent of television. Its action is expected to launch large-scale operations by manufacturers and television broadcasters, particularly RCA, General Electric, Farnsworth and others, who are geared to begin substantial receiver manufacturing and merchandising campaigns.

All questions of allocation were discarded from the rules, and individual applications will be considered by the Commission after hearings. While the rules governing Class II stations—to operate under the "limited commercial" provision—were made effective Sept. 1, all other phases of the rules become immediately operative.

While the cloak of experimental operation is thrown about the rules, this was done because of the Commission's feeling that the whole subject should be kept fluid. As stations operating under the Commission provisions demonstrate their ability to serve public interest, it is expected the rules will be further relaxed. In the industry, it is not expected that Class II stations will be in a position to recapture all of their programming and operating costs for some time, since the limited number of "lookers-in" will militate against establishment of rates which will bear reasonable ratio to overhead.

The controverted subject of standards of transmission, which precipitated sharp clashes during the hearings on the proposed rules Jan. 15-23, was completely eliminated when the Commission decided it would not specify standards of any character. All applications for stations would be taken in their stride, and if it determined the equipment does not measure up to the minimum requirements the Commission feels should be imposed, the applications presumably will be denied. Standards may come later.

MANAGERS were very much on the hot seat Feb. 26 in Pittsburgh when they competed with staffmen in a quiz contest on KDKA. Questions were confined to the radio industry. Staged by the Pittsburgh Chamber of Commerce at its 60th annual banquet at the William Penn Hotel, the quiz ended in a victory for the station managers, who are lined up as follows (l to r): Frank Smith, manager, WWSW; Leonard Kapner, manager, WCAE; David Garroway, KDKA, quizmaster; Maurice Spitalny, director of music, KDKA; Walter Sickles, program manager, WWSW; Lee Sellers, commentator, KQV; Cliff Daniels, program manager, WCAE.

The Commission's action on the rules was unanimous, with Commissioners Case and Walker absent. In effect, the suggested rules drafted by the Television Committee, comprising Commissioners Craven, Case and Brown, were adopted with only minor variations, to which the committee interposed no serious objections.

A 'Vast' Service

Under the rules, Class I stations —those engaged basically in technical experimentation and development—are not accorded the "limited commercial" authorization. These stations for the most part are operated by set manufacturers. But the Class II stations, designed to pioneer the programming phase effective Sept. 1, will be enabled to accept from sponsors as much revenue as the traffic will bear toward defraying their programming costs.

The Commission emphasized that its action should not be construed as indicating any lack of confidence in television's future. On the contrary, it said that it regarded visual radio as a mighty achievement, and indicated a view that it is destined to become a vast public service. It pointed out also, however, that much progress appears to be necessary before it can become a nationwide service.

Highlights of the Commission's action were:

1. Class II television stations to be permitted to recapture from sponsors programming costs, with a minimum of emphasis on commercial aspects.

2. Allocations of channels to be withheld pending the outcome of the FM hearings beginning March 18 because of conflicting demands for facilities. Other allocation proposals, relating to assignment on specific channels to individual communities of various sizes, deferred for later action.

3. Elimination of provisions for approval of predetermined transmitting standards, with applications regarding quality of service to be considered individually at this time.

The 'New BBC'

A SECRET radio station, calling itself the "New British Broadcasting Station", is broadcasting anti-British propaganda to the British Isles, according to a United Press report dated Feb. 26. London engineers stated they believed the transmissions were coming from a low-power station somewhere in a "distant part of the Continent", and that the station was probably not a mobile pirate outfit, but rather a foreign transmitter using an unauthorized wavelength. Listeners said the announcer was "almost certainly British" and that the broadcast urged Britain to abandon the war.

4. Retention of the experimental cloak at this stage, but with sufficient flexibility to permit industry development to follow good engineering principles, and permit modifications to keep operations abreast of most modern technique.

The Commission's action came with unexpected suddenness for only a fortnight ago it was indicated the Commission would move slowly in considering the proposed rules, primarily because of opposition of certain groups to immediate introduction of commercial operation. Morover, the conflict of frequency allocations and standards of transmission and reception — the latter in connection with possible swift obsolescence of receivers — tended to slow up Commission consideration.

The sentiment for speedy action appeared to crystallize after members of the FCC in early February had inspected, on the scene, the developmental work in visual radio being done in the East [BROADCASTING, Feb. 1, 15]. Commissioner Craven, chairman of the Television Committee, which had recommended immediate introduction of commercial television, followed up this trip Feb. 23-26 in New York, Philadelphia, and Camden, and returned apparently more convinced than ever that visual radio should not be kept too long within rigid experimental confines.

In separating allocations from the television rules, the FCC met the demands of FM Broadcasters Inc., which had asked that frequency allocations be held in abeyance pending the outcome of hearings on this projected new broadcast service. FM proponents feel that at least a portion of the lower ranges in the ultra-highs earmarkked fo rtelevision should be used for FM.

In deciding to forego definite specifications of standards (whether they should be the RMA 441-line by 30 frame requirement or the flexible method suggested by Dumont), the Commission concluded that this matter could be handled without any rigid specifications in its rules.

The main issue raised by opponents of RMA standards was that development of visual radio might be impeded and that the public might be forced to hold the bag on swift obsolescence of receivers. Presumably it was concluded that this factor could be overcome without the Commission placing its stamp of approval on predetermined requirements since by observing good enineering practice, in television as well as in standard aural broadcasting, changes are required from time to time.

The FCC, based on individual applications for transmitters, can ascertain whether they meet engineering standards it may decide to establish rather than essay to collide with this knotty problem in advance. The Commission said that standards are inadvisable now because of the "state of flux" in the art.

Recent Developments

A number of respondents at the general television hearing before the FCC Jan. 15-23, led by RCA which has been in the forefront of experimentation, advocated immediate introduction of limited commercial television lest the art be stifled. RCA, it is reported, has launched manufacture of receivers on a regular production basis, with some 150 units being produced weekly, but with a production schedule that can be stepped up to 500 sets a week.

Meanwhile, impetus was given television not only by recent successful demonstrations by RCA of motion picture size television, using RMA standards of 441 lines and 30 frames, but also of networking of television by GE and RCA. Other impending laboratory developments, not yet publicly revealed, it is reported, have come to the Commission's attention and are seen as indicating improvements destined to hasten improved transmission and reception. Moreover, testimony by leading manufacturers that sets can be produced at reasonable prices on a mass production basis, has tended to soften official reaction to prompt, though guarded, commercial introduction of the medium.

Engineering Group Discusses FM Growth and Reallocation

Columbus Conference, Attended by 250, Hears Ring Predict Future Broadcast Structure

WHAT WILL go down in radio history as the "reallocation of 1940", and the advent of frequency modulation, which is destined to have its onset this year too, proved the absorbing topics of the Third Annual Broadcast Engineering Conference at Columbus Feb. 12-23, held under the auspices of the Department of Electrical Engineering, Ohio State University, in cooperation with the Engineering Department of the NAB. Attended by some 250 engineers and broadcasters, the conference was regarded as the most successful and complete of the three thus far held.

While FM captured the fancy of the engineer-broadcasters and resulted in a steady fire of questioning as to its potentials, the current broadcast picture, together with the forthcoming reallocation, precipitated lengthy questioning of Andrew D. Ring, assistant chief engineer of the FCC, who conducted a repeat performance of last year's "question box". Mr. Ring set himself up as the target for questions from his audience and, before he was through, he had unfolded a picture of the future broadcast structure embracing the ultra-high frequencies as an added sphere in which regular stations would perform.

Mr. Ring

Room for More

Mr. Ring asserted he felt a good many more stations could be supported economically in the country and that the conventional broadcast band 550-1600 kc., which now accommodate some 815 stations, can embrace 1,000 to 1,200 stations before saturation. Asserting the country probably could economically support even more stations than this total, he indicated that additional outlets would of necessiy have to be accommodated in the ultra-highs.

When inquirers plied him with questions as to the modus operandi under the Havana Treaty allocation, Mr. Ring asserted that applications for facilities, whatever their nature, would be considered on a regular basis under the rules and regulations. He emphasized, however, that those not compatible with the treaty could not be considered in regular fashion but would be held up until the general allocation order had been promulgated. His observation was that there would be a minimum disturbance of routine handling of affairs pending the allocation outcome, despite horrendous reports to the contrary.

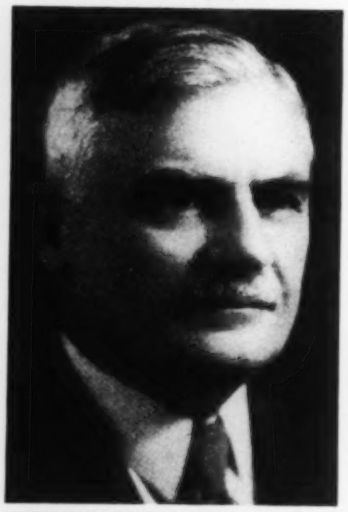
Apropos the Havana Treaty, Mr. Ring pointed out that approximately 730 stations must change frequency and that the FCC tentatively contemplates making the change effective Aug. 1. This date, however, is subject to change as conditions warrant. Asserting that two methods for the shift have been discussed, he said one had to do with a proposed piecemeal changeover, on the theory that it would be easier for manufacturers to supply crystals. The alternative, which he favored, is for a reallocation in one fell swoop. Asserting that the amount of elapsed time would be about the same by each method, Mr. Ring said he felt there would be more confusion if the piecemeal procedure were followed.

Changeover Problems

Outlining his conception of the manner in which the reallocation will be made operative, Mr. Ring said that within a few weeks following notice from the Mexican Government that it has advised Cuba, as the host nation, of its ratification of the treaty (a move now being awaited) all licensees will be notified of the precise assignments to be given them and asked to show cause why the shifts should not take place. The United States will file with Havana the complete new allocation, as will be done by Canada, Mexico and Cuba. Problems developing in connection with the specific allocations, he predicted, then would be ironed out at an engineering conference—probably in Havana.

Mr. Ring said the FCC is studying technical factors in connection with the changeover, to ascertain how long it will require for stations to procure new crystals, ground to their newly-assigned frequencies, retune transmitters and antennas, and change directional arrays. He said that perhaps two months from the time of notification to the time

(*Continued on page 72*)



NEW CHAIRMAN of the board of governors of Canadian Broadcasting Corp. is Rene Morin, of Montreal, who had been vice-chairman for over four years. New vice-chairman is Brig. Gen. Victor Odlum, of Vancouver, also a board member since its origin.

ONE-ARM BANDITS
Tested at WKRC to Show Futility of Playing

WKRC, Cincinnati, staged a novel experiment Feb. 22, when the "One-Arm Bandit", more familiarly known as the slot machine, was put on trial. Two machines were kept in operation from 9 a.m. to 11 p.m. The experiment was arranged to bring out the fact that the player can not win—if he continues to play.

Judge Joseph H. Woeste of the Cincinnati common pleas court, formerly of the police court, was interviewed by George Sutherland, WKRC special events announcer, regarding his experience with gambling cases. Throughout the day, reports on the play were given.

Following is a summary of the statistics, which were kept by a corps of workers: $420 in nickels went through the machines—a total of 8,400 nickels. The average amount put into the machines during each hour was $30. The average return for each hour was $12. The day's percentage of returns worked out to a figure that showed 40 cents back to the player on each dollar invested. Throughout the day the jackpot was hit six times, which, on the basis of 8,400 nickels played, indicates that a person's chance of hitting the jackpot is 1,397 to 1. The average amount secured from the jackpots was $3.30.

ASK 50 KW. OUTLET IN SAN FRANCISCO

A NEW 50,000-watt station for San Francisco, to be constructed under Havana Treaty terms, was requested in an application filed with the FCC Feb. 28 by KSFO, CBS regional. Seeking assignment on 740 kc., a Class I-A channel which under the Treaty will be assigned to an Ontario station, KSFO proposes that its present 570 kc. assignment be given KQW, San Jose. The latter station now operates on 1010 kc., which channel under the treaty goes to Canada as an exclusive wave.

The treaty specifies that on 740 kc. there can be assigned a Class II station to be located in California. Power of up to 50,000 watts, provided proper protection is given the dominant station, is permitted on channels accommodating Class II stations. KQW, by virtue of the loss of the 1010 assignment, presumably is slated for a new frequency allocation, which was expected to be a Class II assignment.

KSFO, owned by Associated Broadcasters Inc., headed by Wesley I. Dumm, is in litigation with the FCC over a proposed management lease arrangement whereby CBS would assume actual operation of the station. The FCC has indicated it proposes to test the lease question raised in this litigation in the U. S. Supreme Court and has already advised the U. S. Court of Appeals for the District of Columbia that it proposes to seek certiorari on this issue.

Named to CBC Board

REV. JAMES SUTHERLAND THOMSON, president of Saskatchewan U., Saskatoon, has been appointed a governor of the Canadian Broadcasting Corp., for the three-year term ending Nov. 1, 1942. He completes the nine-person board of governors, all of whom, except the chairman, serve without pay.

WJSV Arranges 50 kw. Celebration

Capital Orders Special Week Honoring $300,000 Project

WITH a model 50,000-watt plant for the Nation's Capital, WJSV, Washington, will formally take the air March 7 during the "WJSV Week" proclaimed by the Commissioners of the District of Columbia. Erected at a cost of $300,000, the transmitting plant with directional antenna is located at suburban Wheaton, Md.

Housing the Western Electric transmitter, of latest model, is a circular building said to involve a number of construction innovations. The structure is built of reinforced concrete and fabricated so that it could be turned over sideways without collapsing. A visitor to the transmitter can see the entire setup by walking around a circular promenade three feet above the board level. Equipment is glass-enclosed.

The entire project was built under supervision of James Middlebrooks, CBS liaison engineer. Three Blaw-Knox towers 340 feet high supress the signal toward St. Paul where KSTP, also on 1460 kc., is authorized to use 50,000 watts. The stations have similar antenna systems.

Emergency Facilities

Power for the WJSV transmitter is supplied by two separate 4,000-volt lines from different directions, and in case both fail, a gasoline auxiliary automatically goes into action within 10 seconds. Two separate telephone lines carry program service from the Earle Bldg. studios, with a standby shortwave relay in case both fail.

Highlight of WJSV Week will come the evening of March 7 at the National Press Club when A. D. Willard Jr., general manager of the CBS station, throws a switch concluding the operation of the old 10,000-watt transmitter and closes another to put the new transmitting plant in operation. The station will broadcast these ceremonies from 10:15 to 11 p. m. As an announcer in 1932, Mr. Willard's was the first voice heard on the station when CBS took it over at that time, and he will be the first heard over the new transmitter.

Newspapers Cooperating

Other specially arranged features of the celebration include the appearance of CBS stars, headed by Jane Froman and *Prof. Quiz*, on the stage of the Earle Theatre, Washington vaudeville-movie house in a "CBS Radio Show" March 1-7.

Both the *Washington Post* and the *Washington News* are dedicating special sections to the event, the *News* carrying an 8-page section in its March 1 issue and the *Post* an 8-page rotogravure history of the station on March 3. In a special show headlining CBS personalities who got their start at WJSV, including Bob Trout, Larry Elliott, Warren Sweeney, Jim McWilliams and *Prof. Quiz*, the network will salute the station March 5. WJSV plans to originate a portion of the half-hour salute with a cross-section of a typical WJSV day, including bits by Arthur Godfrey, Arch McDonald and Albert Warner, as well as a representative from official Washington.

New House Bill Clips FCC's Authority

Ditter's Measure Offers Protection Against Arbitrary Power

DESIGNED to redefine the views of Congress against encroachment upon broadcasting by an "autocratic" FCC, a bill (HR-8509) to amend the Communications Act "in order to preserve and protect liberty of expression in radio communication" was introduced in the House Feb. 16 by Rep. J. William Ditter (R-Pa.) and immediately won support of the broadcasting industry.

Despite the anticipated early adjournment of Congress, expected by June 15 in view of the national political conventions, there were indications that efforts would be made to hold hearings on the bill. Hope of enactment at this session, however, was slight though Congressional leaders were of the opinion that if extenuating circumstances developed, action might be procured.

Censorship Ban

Coming at a time when unrest in the broadcasting industry has reached a peak because of the FCC attitude regarding unlimited competition among stations through indiscriminate licensing of new stations, and the right of existing stations to participate in proceedings involving competitive applications, the bill was viewed as a catch-all which would definitely limit the power of the FCC and provide maximum protection against arbitrary action. The keystone of the measure was to assure freedom from censorship.

While introduced by a minority member, who ranks high in Republican councils, the bill was said to be non-partisan in nature. As a matter of fact, it was reported that a companion measure would be introduced shortly in the Senate, probably by an outstanding Democrat.

The NAB board of directors, at its meeting in Washington Feb. 19-20, discussed the measure in detail and while it did not resolve in its favor, was understood to support it in principle. Individual broadcasters, deeply concerned over the regulatory trends, said they favored specific legislation which would make absolutely clear the limitations of the licensing authority.

In introducing his measure, Rep. Ditter inserted in the *Congressional Record* a detailed explanatory statement. Contrary to the clearly expressed intent of Congress, he said, the FCC is claiming the power to censor radio programs, apparently having found a gap in the present law in the phraseology "public interest, convenience and necessity". This, together with the devising of the short-term licenses and a procedure built on applications for renewals of licenses, enables the Commission to "force broadcasters to comply with its own conception of what programs should or should not be, under threat of having to go through hearings and with the hazard of losing their rights to continue in business."

Mr. Ditter declared the present law also gives too much power to the President. A station can be put out of existence or severely crippled by assigning its frequency to a Government station without any explanation or hearing. And in time of national emergency the President could take over the entire broadcast structure and assign operations to a Government department.

Explains Its Provisions

This particular provision of the law (Section 606) is one sharply criticized by Frank Gannett, upstate New York publisher and broadcast station owner, who is a candidate for the Republican nomination for the Presidency. In an address Feb. 23 at St. Petersburg, Mr. Gannett voiced his support of the Ditter Bill and again sharply attacked the President's power to "censor broadcasts" and to "close or take over radio stations" under the limited emergency provision.

Explaining his bill section by section, Mr. Ditter said:

Section 1 is a clear statement of the purpose of Congress to secure liberty of expression for radio so there can be no doubt in the matter.

Section 2 places a limitation on the power of the President to assign a frequency used by a privately owned station, or a Government station, by requiring that either an equally desirable frequency be given to the privately-owned station or that there be a hearing.

Section 3 prescribes a minimum license period of three years for broadcast stations, with a maximum of five years, and eliminates a clause which might otherwise be susceptible of interpretation giving the Commission power to consider program service on renewal applications.

Section 4 removes an ambiguity in the hearing provisions of the Act under which the Commission is said to claim the power to take action adversely affecting existing stations without giving their owners any right to be heard.

Section 5 eliminates an "unduly harsh section" of the provisions governing revocation of license to make it clear that the hearing is to be held before and not after the order of revocation.

Section 6, described as the "most important" provision, states that the Commission is not to refuse renewal applications or take any other action against licensees on the ground that a station's programs do not meet the Commission's ideas of what constitutes "public interest, convenience or necessity".

Section 7 limits the power of the President to take over stations to cases of imperative military need during actual war or a state of insurrection equivalent to war.

In his extension of remarks in the *Congressional Record* of Feb. 16, Rep. Ditter criticized the FCC's methods and charged it had flouted the law and the intent of Congress, particularly in connection with censorship. He said the public interest, convenience and necessity clause has been used by the Commission as giving it power to censor programs "by the back door method".

Cracking the newly-formed Commission majority, Rep. Ditter declared that fortunately there is a minority on the Commission (presumably referring to Commissioners Craven, Brown and Case) "which still understands fundamen-

(*Continued on page 62*)

HORNS are the hobby of Ray Girardin, announcer and producer of WEEI, Boston. Though still on the youngish side, he's been with WEEI 11 years and is the father of a five-year-old boy. The Girardin collection of toy trumpets grows daily, and a few of them are shown here.

Text of Ditter Bill to Protect Freedom of Radio . . .

FOLLOWING is the text of the bill (HR-8509), introduced in the House on February 16 by Rep. Ditter (R-Pa.) and referred to the House Committee on Interstate & Foreign Commerce, to amend the Communications Act of 1934 "in order to preserve and protect liberty of expression in radio communication":

Section 301 of the Communications Act of 1934 is hereby amended by inserting after the words, "It is the purpose of this Act, among other things, to maintain the control of the United States over all the channels of interstate and foreign radio transmission;" the words,

"to preserve to radio communication, and to persons subject to the provisions of this Act, freedom from Governmental abridgement of, or interference with, liberty of expression, including freedom of speech and of the press, and other rights guaranteed under the Constitution of the United States and the amendments thereof;"

Section 2. Section 305(a) of the Communications Act of 1934 is hereby amended by adding thereto the following:

"The President may not, however, either permanently or temporarily assign a frequency to any Government station or class of Government stations if the use of such assignment will make impossible the further operation of, or cause objectionable interference to, any radio station duly licensed or authorized to be constructed by the Commission under this Act unless (a) another frequency assignment of substantially equal or superior desirability is made immediately available for use by such licensed or authorized radio station or (b) the Commission, after notice and hearing pursuant to the procedure prescribed in Section 312(b) of this Act, shall have determined that public interest, convenience or necessity will be promoted by such assignment and shall have entered an order modifying the permit or license accordingly."

Section 3. Section 307(d) of the Communications Act of 1934 is hereby amended to read as follows:

"No license granted for the operation of any class of station shall be for a longer term than five years, and any license granted may be revoked for cause as hereinafter provided. No license granted for the operation of a station regularly engaged in broadcasting (other than a station of experimental, auxiliary or temporary character) shall be for a term less than three years. Upon the expiration of any license, upon application therefor, a renewal of such license may be granted from time to time for a term not to exceed five years and, in the case of stations regularly engaged in broadcasting, not less than three years."

Section 4. Section 309(a) of the Communications Act of 1934 is hereby amended to read as follows:

"If upon examination of any application for a construction permit, for a station license, or for the renewal or modification of a construction permit or a station license and the securing of full information with respect thereto the Commission shall determine that public interest, convenience or necessity would be served by the granting thereof, it shall authorize the issuance of such construction permit or station license, or of such renewal or modification thereof, in accordance with said finding. In the event the Commission does not reach such a decision with respect thereto, or in the event that the issuance of a construction permit or a station license or of any modification thereof would aggrieve or adversely affect the interests of the holder of any permit or license or any applicant therefor, the Commission shall notify the applicant and other interested parties, shall fix and give notice of a time and place for hearing thereon, and shall afford such applicant and other interested parties an opportunity to be heard under such rules and regulations as it may prescribe."

Section 5. Section 312(a) of the Communications Act of 1934 is hereby amended to read as follows:

"Sec. 312(a) Any station license may be revoked for false statements either in the application or in the statement of fact which may be required by section 308 hereof, or because of conditions revealed by such statements of fact as may be required from time to time which would warrant the Commission in refusing to grant a license on an original application, or for failure to operate substantially as set forth in the license, or for violation of or failure to observe any of the restrictions and conditions of this Act or of any regulation of the Commission authorized by this Act or by a treaty ratified by the United States: *Provided, however*, That no such order of revocation shall be entered unless the Commission shall first have given the licensee written notice stating clearly and definitely the charges against the licensee and fixing a time and place for a hearing thereon, and shall have given the licensee an opportunity for hearing. Such hearing shall be held not less than fifteen days after service of such notice on the licensee, and the Commission shall sustain the burden of proving the truth of the charges."

Section 6. Section 326 of the Communications Act of 1934 is hereby amended by adding thereto the following:

"No construction permit or station license shall be revoked, modified, or otherwise adversely affected by any action of the Commission, and no application for construction permit, station license, renewal or modification of station license, or other instrument of authorization required or authorized by the Act shall be refused in whole or in part, because of the character or contents of any program or other communication transmitted or proposed to be transmitted by a radio station, unless such program or other communication contains matter expressly forbidden by specific provision of this Act or by regulation of the Commission authorized by this Act and then only after the licensee has been finally adjudged guilty by a Federal court of one or more violations of such provision or provisions and the offense is of so serious or repeated a nature as to show clearly that the licensee or applicant is not qualified in character to operate or to continue to operate a radio station."

Section 7. Section 606(c) of the Communications Act of 1934 is hereby amended by adding thereto the following:

"Nothing in this section, however, shall be construed to modify or affect Section 326 of this Act. No station regularly engaged in broadcasting shall be closed, nor shall its apparatus or equipment be removed, nor shall the use or control of any such station or of its apparatus or equipment by any department of the Government be authorized, in whole or in part because of the character or contents of any program or other communication transmitted or proposed to be transmitted by such station, or in order to permit the Government or any Department or agency thereof to engage in or control broadcasting or otherwise to communicate with the public, or for any cause other than imperative military need for such radiocommunication facilities on the part of the armed forces of the United States and then only upon proclamation by the President that there actually exists war in which the United States is engaged or a state of insurrection within the United States equivalent to war."

Some Lessons From the 'Mars Invasion'

Wells-Welles Drama Discloses Some Interesting Audience Habits

AT LEAST six million people heard the broadcast. At least a million of them were frightened or disturbed. The program was Orson Welles' rendition on CBS of an old H. G. Wells thriller, under the radio title *War of the Worlds;* the time, 8 p.m. Oct. 30, 1938. The affair is an object lesson of value to broadcasters, and an interesting study in human behavior. The best analysis of l'affaire Wells-Welles is due in the book marts April 1 when Princeton University Press releases *The Invasion From Mars—A Study in the Psychology of Panic* [$2.50], written as a Princeton Radio Project undertaking by Hadley Cantril, with research assistance of Hazel Gaudet and Herta Herzog. By special permission, BROADCASTING reprints a condensation of Chapter III, 'How the Stimulus Was Experienced', a discussion on causes and reactions in a broadcast so fantastic it seemed true.

NO OTHER broadcast has produced a panic comparable to the one which bound several million American families all over the country gathered around their radios listening to reports of an invasion from Mars. These reports were brought to them over a national network (CBS) from New York City, our greatest metropolis, where people should know what is going on. Both the form and the content of the broadcast seemed authentic. As one listener put it "I just naturally thought it was real. Why shouldn't I?"

Even this program did not affect more than a small minority of the listeners. If we are to explain the reaction, then, we must answer two basic questions: Why did this broadcast frighten some people when other fantastic broadcasts do not? And why did this broadcast frighten some people but not others?

An answer to the first question must be sought in the characteristics of this particular program which aroused false standards of judgment in so many listeners.

Realism of Program

In spite of Dorothy Thompson's remark that "Nothing whatever about the dramatization was in the least credible, no matter at what point the reader might have tuned in," no one reading the script can deny that the broadcast was so realistic for the first few minutes that it was almost credible to even relatively sophisticated and well-informed listeners (Miss Thompson excepted). The sheer dramatic excellence of the broadcast must not be overlooked.

This unusual realism of the performance may be attributed to the fact that the early parts of the broadcast fell within the existing standards of judgment of the listeners.

The first wide use of radio in the country was to broadcast election returns. Since that time, important announcements of local, national and international significance have been repeatedly made. A few short weeks before this broadcast, millions of listeners had kept their radios tuned for the latest news from a Europe, apparently about to go to war. They had learned to expect that musical programs, dramas, broadcasts of all kinds would be cut off in a serious emergency to inform or warn an eager and anxious public. A large proportion of listeners, particularly those in the lower income and educational brackets, have grown to rely more on the radio than on the newspapers for their news. The confidence people have in radio as a source of news is shown in the answer to a question asked by the *Fortune* poll: "Which of the two—radio or newspaper—gives you news freer from prejudice?" Seventeen per cent answered "newspaper," 50 per cent believed radio news was freer from prejudice, while the rest either thought both media were the same, or didn't know which was less prejudiced.

Realistic Background

On this particular night when the listener tuned to the *Mercury Theatre*, he heard the music of "Ramon Raquello and his orchestra" coming from the "Meridian Room" in the "Park Plaza Hotel" of New York City. Soon after the first piece had begun an announcer broke in "Ladies and gentlemen, we interrupt our program of dance music to bring you a special bulletin from the Intercontinental Radio News." With our present distance it is easy to be suspicious of "intercontinental" news.

But in the context of the program, such skepticism is reduced. This report brought the story of the first explosions on Mars. The music was resumed only to be followed by another break: "Ladies and gentlemen, following on the news given in our bulletin a moment ago, the Government Meteorological Bureau has requested the large observatories of the country to keep an astronomical watch . . ." This bulletin contains the information that "a huge flaming object, believed to be a meteorite, fell on a farm in the neighborhood of Grovers Mill, N. J." The swing band gets in 20 seconds more. Then the invasion continues uninterruptedly.

Almost all of the listeners, who had been frightened and who were interviewed, mentioned somewhere during the course of their retrospections the confidence they had in radio and their expectation that it would be used for such important announcements.

It is a well-known fact to the social psychologist, the advertiser, and the propagandist that an idea or a product has a better chance of being accepted if it can be endorsed by, or if it emanates from, some well-known person whose character, ability, or status is highly valued. The strange events reported by the announcers in this broadcast were so far removed from ordinary experience and yet of such great potential and personal significance to the listener that he was both bewildered and in need of some standard of judgment. As in many situations, where events and ideas are so complicated or far removed from one's own immediate everyday experience that only the expert can really understand them, here, too, the layman was forced to rely on the expert for his interpretation.

The logical expert in this instance was the astronomer. Those mentioned (all fictitious) were Professor Farrell of the Mount Jennings Observatory of Chicago, Professor Pierson of the Princeton Observatory, Professor Morse of MacMillan University in Toronto, Professor Indellkoffer of the California Astronomical Society and "astronomers and scientific bodies" in England, France, and Germany. Professor Richard Pierson (Orson Welles) was the chief character in the drama.

Even a General

When the situation called for organized defense and action the expert was once more brought in. Gen. Montgomery Smith, commander of the State Militia at Trenton, Harry McDonald, vice-president of the Red Cross, Captain Lansing of the Signal Corps, and finally the Secretary of the Interior described the situation, gave orders for evacuation and attack, or urged every man to do his duty. It is interesting to notice that only the office of the Secretary of the Interior was named. Here the listener was affected entirely by the institutional role and status of an unnamed speaker. The institutional prestige of the other experts and authorities is obviously more meaningful and important than the individuals themselves.

The realistic nature of the broadcast was further enhanced by descriptions of particular occurrences that a listener could readily imagine. Liberal use was made of the colloquial expression to be expected on such an occasion. The gas was "a sort of yellowish-green"; the cop warned, "One side there. Keep back, I tell you;" a voice shouts, "the darn thing's unscrewing."

Particularly frightening to listeners in the New Jersey and Manhattan areas were the mentions of places well known to them. And listeners throughout the country would certainly recognize many of these names as real.

The events reported proceeded from the relatively credible to the highly incredible. The first announcements were more or less believed although unusual to be sure. But as the less credible bits of the story begin to enter, the clever dramatist also indicates that he, too, has difficulty in believing what he sees. When we learn that the object is no meteorite but a metal casing, we are also told that the whole picture is "a strange scene like something out of a modern Arabian Nights," "fantastic," that the "more daring souls are venturing near."

Martian Vanguard

After the battle at Grovers Mill between the Thing and the soldiers the announcer gives the listeners a final justification for the incredulous reports to follow: "I have a grave announcement to make. *Incredible as it may seem*, both the observation of science and the evidence of our own eyes lead to the inescapable assumption that those strange beings who landed in the Jersey farmlands tonight are the vanguard of an invading army from the planet Mars."

Careful observation of everyday life behavior or careful introspection of one's own reactions in the course of an ordinary day, indicate that in social life the normal individual experiences patterns or configurations of social stimuli. It is the "atmosphere" or the "effect" of a social situation that we notice long before we are able (if we happen to try) to analyze precisely what it is in the situation that creates the particular characteristic impressing us.

The importance of creating the proper atmosphere conducive to any desired action is, of course, well known to the revivalist, the cardinal, the dramatist, and, especially today, the dictator.

Tuning in Late

In spite of the realism of the broadcast, it would seem highly unlikely that any listener would take it seriously had he heard the announcements that were clearly made at the beginning of the hour. He might then have been excited,

(*Continued on page 70*)

"Don't stop the presses— double the danged things!"

Being as how we're fairly accustomed to miracles, we don't get overly excited about big mail-returns out here at WHO—

—but on a recent Saturday night, we put on a 30-minute program which pulled exactly 21,511 letters and postal cards for one of our advertisers. And we *do* think that's pretty good!

Yes, sir—this advertiser simply offered a booklet showing photos of various radio stars. On Monday, we got 2,701 responses. On Tuesday, 7,588. On Wednesday, 4,963. By Saturday, it had mounted to over 16,000, and the booklets were coming off the presses so fast that they arrived practically still warm!

What's your idea as to the percentage of *listeners* who will actually *act* on an offer of this sort? One out of 100? One out of 500? Whatever figure you assign, you'll probably come to the conclusion that WHO's 50,000 watts reach a *lot* of people—more people than can be reached by any other medium in "Iowa *Plus*"*!* If you want *big* mail returns—big *sales results,* WHO is the station that can get them for you!

WHO

+ *for* IOWA PLUS! +

DES MOINES . . . 50,000 WATTS

J. O. MALAND, MANAGER

FREE & PETERS, INC., National Representatives

NAB Board Discusses Means Of Checking Federal Restraint

Selects Aug. 4-7 for San Francisco Convention; Orders Unit Income Study and Program Survey

IN ITS FIRST meeting of the year, held Feb. 19-20 in Washington, the NAB Board of Directors evidenced deep interest in the regulatory trend and discussed means of checking what was regarded as an impending siege of unbridled governmental restraint.

After authorizing the 1940 NAB convention to be held in San Francisco Aug. 4-7, the board devoted most of its continuous two-day session to the Washington scene. It authorized several other projects dealing with industry activity and heard a progress report from President Neville Miller on Broadcast Music Inc., now a going concern, designed to establish a wholly-owned music reservoir for radio.

In selecting the first part of August for the convention, the board took into account the dates of the political conventions, and concluded they would be out of the way by Aug. 4. The actual hotel was not selected, though it is expected to be the St. Francis. Also under consideration was the Palace, but prior convention commitments were expected to eliminate it.

FCC Attitude Discussed

It was apparent from the outset that the board was deeply concerned over the outlook on the Washington scene, particularly at the FCC. A main topic of conversation was the article published in the Feb. 15 BROADCASTING reporting a new siege of crackdown regulation of broadcasting, growing out of the apparent division of the FCC into two factions. Board members discussed the report that Chairman Fly had given indications of switching to the so-called rigid regulation minority, heretofore made up of Commissioners Paul A. Walker, F. I. Thompson and George H. Payne, establishing it as a majority. Commissioners T. A. M. Craven, Thad H. Brown, and Norman S. Case were pegged as supporting a middle-of-the-road viewpoint, with industry cooperation the keynote.

Throughout the sessions, reports of the new FCC philosophy, together with the tightening up of other regulatory procedures, were debated. The free competition theory—licensing of new stations without considering economic factors—was deprecated. The view was freely expressed that indiscriminate licensing of new stations in existing markets could only result in a type of competition that would deteriorate program service and public service, since in order to survive stations would be forced to cut corners.

With a campaign year underway, the board discussed at length the issue of when a political campaign actually begins. The board was far from unanimous as to whether time should be sold commercially for political purposes at a specified date for all concerned, such as the actual qualification of a candidate for public office, or whether it should begin, as in the case of the networks, with the national nominating conventions.

After setting the Aug. 4-7 date for the NAB convention in San Francisco, the board launched a general discussion of the regulatory picture. Chairman Fly attended a luncheon Feb. 20, but did not address the members. He discussed casually Commission procedures, emphasized the public service aspects of radio regulation, and cited policy questions which remain to be determined.

Executive Staff

Questions involving NAB executive personnel were discussed but, as at the meeting of the board last September, were left to the judgment of President Miller. Mr. Miller was empowered, as he sees fit, to retain an assistant to the president, who would presumably cover the Washington scene in the interest of the industry. This post would be separate from that of secretary-treasurer, held by Edwin M. Spence. It was considered likely that the post of secretary-treasurer, as that of second-in-command, might be reduced to the practical status of chief clerk, with a routine appointment made.

The board approved a resolution for amendment of the by-laws, whereby each of the three major networks would have representation on the board, with its membership increased from 23 to 26. Because of difficulties encountered at the last convention in connection with network representation on the board, it was concluded that the networks should be in a position to have actual representation assured, rather than run the gauntlet of nominations by various district groups.

Under the by-laws, the NAB membership will be notified 60 days in advance of the San Francisco convention of this and other proposed changes. In that fashion, members will be in a position to acquaint themselves with the issues prior to the convention vote.

Among other things, the board authorized studies by the NAB staff of several business-of-broadcasting matters, to be considered by the board at its next meeting or possibly at the convention.

One of these was development of a unit plan for the measurement of radio advertising and the various commodity classifications in local markets. The NAB several years ago abandoned measurement of radio advertising in terms of dollar volume, eliminating the business index, on the ground that an impression was given the public at large that radio literally rolled in wealth.

Winter Apple Drive

WASHINGTON STATE Apple Adv. Commission, Wenatchee, Wash., recently launched a campaign in behalf of Washington winter apples over 10 stations in key cities of the Midwest. The Commission is using a five-minute transcribed talk, *Health Column of the Air*, for several weeks. Account placed through J. Walter Thompson Co., San Francisco.

At the suggestion of Paul F. Peter, research director, and Edwin M. Kirby, public relations director, the board approved development of a proposed unit plan. The present plan is to develop a daily station log sheet, which would be uniform for all stations, under which they could keep a unit record of all commercial business, along with log data required under FCC regulations.

Child Program Study

A national survey of children's programs, jointly sponsored by the NAB and the newly-formed Radio Council of Children's Programs, also was authorized by the board, which allotted $1,300 for partial expenses for traveling. The plan encompasses visits by representatives of the Radio Council, headed by Mrs. Harold V. Milligan, radio chairman of the General Federation of Women's Clubs, to stations, advertisers, program builders and women's groups throughout the country during the next eight months. Information uncovered would be made available to stations, sponsors, and program building agencies.

Also sanctioned was a plan for a coordinated industry-wide effort to inform the public of improvements to be expected under the reallocation of stations to be made this year pursuant to the Havana Treaty. This embraces dissemination of data by all industry units to assist in an orderly switchover and prevent listener confusion and loss of audience.

On the consumer-relations front, which has become particularly active in recent months by virtue of activity of the Federal Trade Commission and other Governmental agencies, the board authorized development of a program in cooperation with representative industries and business groups, envisaging preparation of transcriptions designed to foster consumer relations. Mr. Kirby was instructed to follow through and submit the project to the board at its next meeting.

IM MOVING TO
KFWB
DAVID HARUM

TO ANNOUNCE start of the five-weekly quarter-hour transcribed serial, *David Harum*, under sponsorship of B. T. Babbitt Inc., (Bab-O), KFWB, Hollywood, on Feb. 19 sent this horse and buggy with a driver to downtown Los Angeles during the semi-annual Dollar Day rush.

In the light of the impending political campaign, the board authorized development of an institutional campaign built around the theme "Listen before you vote". It was felt that both major parties would support such a plan and thereby build audience.

The NAB executive committee met at a morning session Feb. 19 to discuss budgetary and other matters. Present at this meeting in addition to President Miller and Secretary-Treasurer Spence, were John Elmer, WCBM, Baltimore; Edwin W. Craig, WSM, Nashville; Herb Hollister, KANS, Wichita; and John A. Kennedy, West Virginia Network, who is also chairman of the legislative committee. Paul W. Morency, WTIC, Hartford, a member of the executive committee, was unable to attend the board sessions, while Harry C. Wilder, WSYR, Syracuse, missed the meeting because of a late train but attended the general session.

Capital Problems

The board convened with the legislative committee following the executive committee session and the whole Washington regulatory picture was reviewed. Present at this session, in addition to the board members, were Mark Ethridge, WHAS, Louisville, T. C. Streibert, WOR-MBS, Harry C. Butcher, CBS Washington vice-president, and William B. Dolph, WOL-MBS.

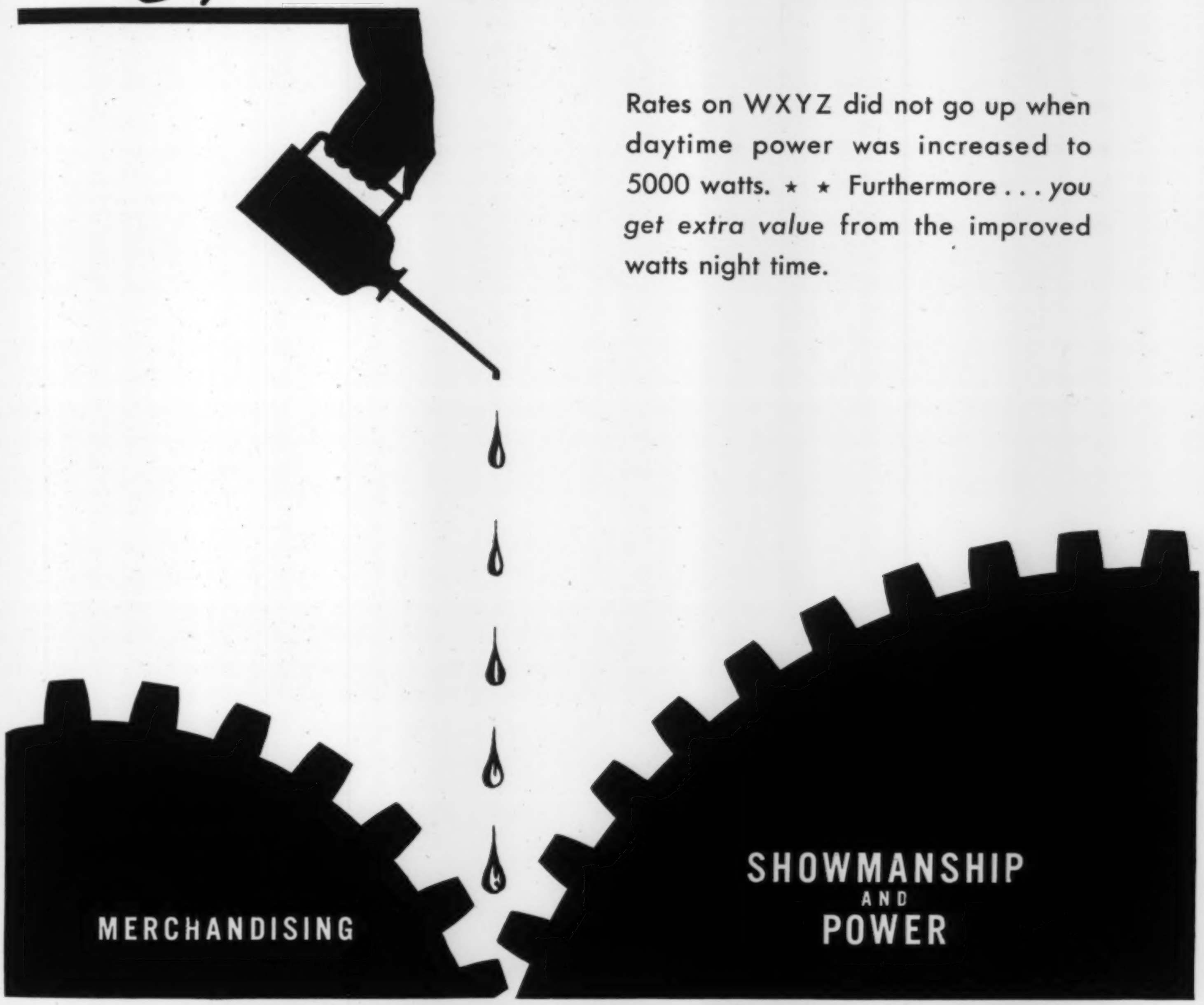
At a dinner session, Senator Johnson (D-Col.) informally met with the board and was introduced by Director Gene O'Fallon, KFEL, Denver. Author of the highly controversial bill to prohibit advertising of alcoholic beverages over the air, now pending in the Senate, Senator Johnson discussed informally the legislative situation and is understood to have predicted passage of his amended bill by the Senate. The measure is being bitterly fought by the broadcasting industry as a possible opening wedge toward program regulation and limitation of sponsorship. The bill has the support of temperance organizations and parent-teacher groups throughout the country.

Howard Lane, KFBK, Sacramento, representing District 15, which includes Northern California, was named chairman of the local convention committee for the San Francisco convention. It is expected he will appoint his own committee of local broadcasters to develop plans.

Present at the meeting were all directors save Mr. Morency and Charles W. Myers, KOIN-KALE, Portland, who is on a vacation trip to Honolulu. Aside from those mentioned, attending the meeting were Clifford M. Chafey, WEEU, Reading; W. Walter Tison, WFLA, Tampa; J. H. Ryan, WSPD, Toledo; John E. Fetzer, WKZO, Kalamazoo; William H. West, WTMV, E. St. Louis; John J. Gillin Jr., WOW, Omaha; Earl H. Gammons, WCCO, Minneapolis; O. L. Taylor, KGNC, Amarillo; Howard Lane, KFBK, Sacramento; Donald W. Thornburgh, KNX, Hollywood; Harold Hough, WBAP, Fort Worth; F. M. Russell, NBC Washington vice-president; George Norton Jr., WAVE, Louisville; Donald S. Elias, WWNC, Asheville; Harry R. Spence, KXRO, Aberdeen.

Speed PROFITS IN MICHIGAN

Rates on WXYZ did not go up when daytime power was increased to 5000 watts. ⋆ ⋆ Furthermore . . . *you get extra value* from the improved watts night time.



WXYZ

KEY STATION OF THE MICHIGAN RADIO NETWORK

DAY **5000** WATTS **DETROIT** N. B. C. BLUE NETWORK NIGHT **1000** WATTS

NATIONAL REPRESENTATIVE ⋆ PAUL H. RAYMER CO.

Talent Fees Passed to Client Deemed Not Taxable to Station

NAB Advises That Internal Revenue Bureau Rule Is Applicable to Labor and Security Taxes

TALENT CHARGES passed on by stations to their clients under contract specifying the services of particular announcers or artists are not construed as regular compensation under the provisions of the Fair Labor Standards Act or for Social Security tax purposes, it is concluded by the NAB following inquiry.

Joseph L. Miller, NAB labor relations director, on Feb. 24 advised Milton C. Denbo, chief opinion attorney of the Wage & Hour Administration, that following the study he was advising members of the NAB to proceed under a two-year-old Internal Revenue Bureau ruling in computing overtime under the labor statute as well as for Social Security tax purposes. He said he construed the ruling as meaning that talent charges need be included in regular compensation only if the announcer or artist is an employe of the station according to the Internal Revenue Bureau rule.

This rule in effect stated that where advertisers contract with the station for a particular announcer at a specified sum per broadcast, that this sum, minus the regular management commission of the broadcasters' artists service, is paid to the announcer in addition to his regular compensation from the broadcaster. Under such an arrangement, the broadcaster retains no direction or control over the performance by the announcer of his services, acting merely as his agent in procuring the engagement and is therefore "not considered to be the employer of the announcer with respect to those particular services."

Package Programs

Where the broadcaster agrees with the sponsor to furnish a program and agrees to deliver to the sponsor a "complete package" including announcers and artists for a predetermined price, the sponsor was said to have nothing to do with the selection of the artist's presentation of the program or direction and control over the talent. In such "studio built" programs furnished to the sponsor as a complete package for a lump sum payment the individuals performing the services may generally be said to be employes of the broadcasting company, the Bureau ruled.

In an earlier exchange with the Wage & Hour Administration, Mr. Miller had cited a case where, in addition to the charge for time, the broadcaster charged the sponsor for talent but did not retain this talent charge, passing it on to the announcer. He inquired whether this was a "production bonus" and thus to be figured in the computation of the regular hourly rate. He pointed out also that in many instances the sponsor hires and pays his own talent while in others the advertising agency which handles the account hires and pays the talent. He declared it did not seem fair to penalize the station on its overtime rate charges because it gets more money for its employes or saves them the deduction which advertising agencies make from their pay when the agencies handle talent.

On Feb. 7 Mr. Denbo advised the NAB that the talent charge passed on to the announcer is really part of his regular compensation and must be included in determining his regular rate of pay on which he must be paid time-and-a-half.

Mr. Miller said it appeared that the increased hourly rate could be avoided only if the sponsor or his advertising agency hires and pays the announcer directly. This would involve payment of Social Security taxes by the sponsor or advertising agency, he pointed out.

Following Mr. Denbo's ruling, Mr. Miller wrote the Wage & Hour official regarding the question which had arisen in the light of the previous ruling of the Internal Revenue Bureau and said he presumed he was correct in advising members to follow the Revenue Bureau's ruling.

Entertaining Troops

BROADCASTERS are now providing weekly entertainment for Canadian soldiers in training barracks throughout the Dominion. Stars of the Canadian microphones go to the barracks to put on their acts. The show put on recently by entertainers of CKLW, Windsor, Ont., was voted by the local papers as the best show staged in that city. Ken Soble's Metropolitan Broadcasting Services is another regular entertainer of troops stationed at Toronto.

DIES AT THE MIKE

Priest Succumbs at WOMT in Middle of Program

LISTENERS to WOMT, Manitowoc, Wis., experienced a new kind of spine-tingler as death rode the airwaves during a broadcast of Lenten services on St. Valentine's Day. The Rev. O. K. Espeseth, 70-year-old local minister, stepped to the microphone and began his sermon with the words "This is the glorious Lenten season", gasped and fell dying to the floor before WOMT staff men on the job could reach his side or the controls.

The aged minister had arrived at the studio several minutes late for the broadcast, but despite entreaties that he rest briefly before taking the air, he insisted on proceeding immediately. Getting the go-ahead signal, he started to talk, following an introduction by Announcer Bill Coats. Engineer Ken Page, who was leaving the studio, saw the minister grasp the microphone and rushed forward, but was too late to prevent him from falling, carrying the microphone along.

A doctor and ambulance were summoned at once, but meantime the station was deluged with phone calls from listeners who had heard the whole thing before the program was cut off and organ music substituted. The announcer made no further explanation of the event than the usual "due to circumstances beyond our control" announcement.

Botany in East

BOTANY WORSTED MILLS, Passaic, N. J., on Feb. 12 started a campaign for Lanolin cosmetics using five-minute programs featuring the singing salesman, Nelson Case, on WHAM WGR WBAL WRC WGY WCHS KDKA WCAU WTIC WPTF WBZ-WBZA WTAR WDBJ. Also for Lanolin, the company is sponsoring a 20-minute weekly program featuring Polly Daffron on WRNL, Richmond. On March 12, the company starts 13-week sponsorship of Lisa Sergio's *Column of the Air* program, twice weekly on WQXR, New York, on behalf of Botany cleaning fluid. Account is handled by Alfred J. Silberstein, New York.

CONGRATULATIONS, says President C. Palmer Parker (right), of Axton-Fisher Tobacco Co. to Bill Stern, NBC sportscaster, who starts March 4 with a sports program promoting Spuds and Twenty Grands. Max Geller (left), of Weiss & Geller, New York agency handling the account, holds contract calling for a 52-week series on WJZ, New York.

Swift Drives Promote Margarine and Sausage

SWIFT & Co., Chicago, started in late February a six-weekly one-minute spot campaign on behalf of its All-Sweet Margarine on 41 stations, and a varying schedule of station break announcements for its Brookfield Sausages on 40 stations. The list of stations promoting the margarine include: WALA WDBO WCOA WSB WRDW WWL WWNC WCSC WEOA WSBT WFAM WTBO WMMN WSAZ WLW KGNC KFDM KRLD KWFT KPRC WOAI KTSA WLBZ WGY KFPW KLRA KOA WIBW KFH KFEQ KGBX KWTO KMBC KFAB KORE KFJI KLBM KOOS KMED KGW KSLM.

Stations selected for the sausage campaign, started Feb. 29, include: KLRA KNX KPO KOA WTIC WJAX WIOD WFLA WGST WEOA WBBM WIRE KSCJ KWKH WFBR WNAC WWJ KSTP KMBC KSD WOW WOR WBEN WGY WSYR WSOC WCKY WGAR KOIN WHP KYW KDKA WPRO WREC WSM KRLD KPRC WOAI WCHS WAPI. J. Walter Thompson, Chicago, is the agency.

Park & Tilford Series Covers 58-Station List

PARK & TILFORD Co., New York, during the week of March 11 starts a 26-week campaign for its Tintex dyes and Park & Tilford cosmetics on 58 stations throughout the country, using *Helpful Harry Household Hints*, a five-minute program, transcribed by World Broadcasting System, for twice-weekly presentation. The program, featuring valuable home hints and money-saving suggestions, was selected by the company "in answer to the plea of women listeners for more informative broadcasts in daytime hours." Stations, with the exception of an unselected New York City station, are:

WADC WBRC WCHS WSAI WBNS KLZ WOWO KTRH KMBC WMAZ WISN KOMA WCAE KOY WHAM KDYL WTOC KIRO WGAN WGST WBZ WDOD WTAM KGKO WHO KMJ WIRE KHJ WREC KSTP KOIL KOIN WPTF KFBK KTSA WGY KFPY KFH WBAL WGR WMAQ WIS WHIO WTIC WJAX WAVE WIOD WWL WCAU WJAR WRVA KWK KFRC WRC.

Chas. M. Storm Co., New York, is agency in charge.

WSAV Joins NBC

WSAV, Savannah, effective Feb. 26 joined NBC as the network's 184th affiliate. Operating on 1310 kc. with 100 watts fulltime, WSAV becomes a supplementary affiliate available to advertisers using the NBC southeastern group. The staff of WSAV includes Harben Daniel, executive director, formerly commercial manager of WSM, Nashville; N. W. Brandon, advertising manager, formerly of C. P. Clark Inc.; Meredith Thompson, chief engineer, formerly chief engineer of WAPO, Chattanooga; Jack Walters, program director.

BROWN & WILLIAMSON Tobacco Corp., Louisville (Kool cigarettes), is considering a new half-hour NBC network program auditioned Feb. 15 in Hollywood, featuring Gill & Demling, comedy team, with Martha Tilton, vocalist, and Bobby Sherwood's orchestra. The audition program was produced and transcribed under supervision of Jack Smalley, Hollywood manager of BBDO, agency servicing the account.

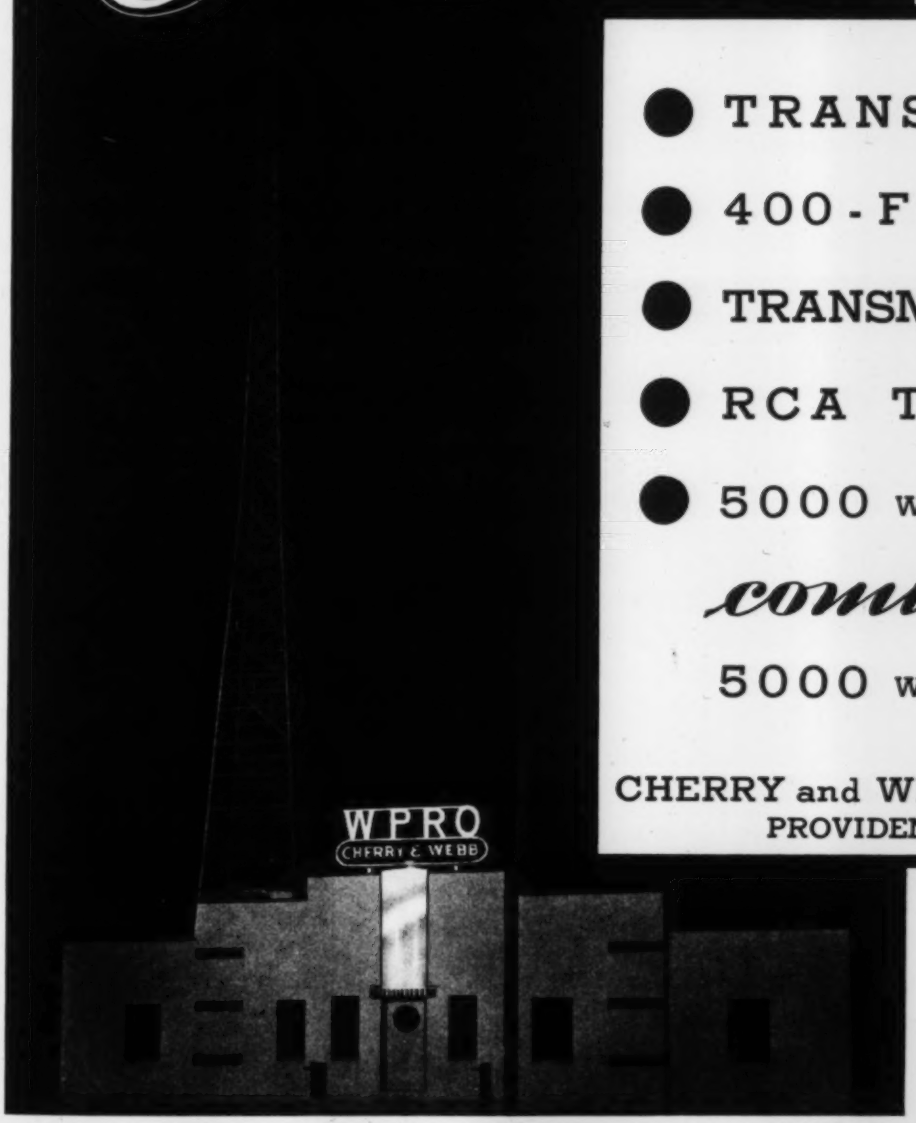
New

- ● TRANSMITTER SITE
- ● 400-FOOT TOWERS
- ● TRANSMITTER BUILDING
- ● RCA TRANSMITTER
- ● 5000 WATTS DAY

coming soon

5000 WATTS NIGHT

CHERRY and WEBB BROADCASTING CO.
PROVIDENCE • RHODE ISLAND



REPRESENTATIVE:
PAUL H. RAYMER CO.
NEW YORK · CHICAGO · DETROIT
LOS ANGELES · SAN FRANCISCO

BASIC CBS • 630 kc.

WPRO

PROVIDENCE

Reinsch Is Named Manager of WSB

LeGate Named Head of WHIO; Kay, Brown Get New Posts

PROMOTIONS of staff executives, under which J. Leonard Reinsch, manager of WHIO, Dayton, becomes general manager of WSB, Atlanta, and James LeGate, promotion manager of WIOD and the *Miami Daily News*, takes over the helm of the Dayton station, were announced Feb. 19 by James M. Cox Jr., executive of the Cox stations.

Mr. Cox announced appointment of Lambdin Kay, veteran executive head of the 50,000-watt WSB, to the newly-created post of director of public service of the station. David H. Brown, sales manager of WHIO, was promoted to assistant manager in addition to his sales duties.

The new assignments grow out of acquisition Dec. 12 by the interests headed by former Gov. James M. Cox of Ohio, of WSB along with the parent *Atlanta Journal* [BROADCASTING, Dec. 15].

Reinsch Makes Survey

Mr. Reinsch has been manager of WHIO for the last six years and prior to that was with WLS, Chicago. He was assigned to WSB two months ago, with purchase of the station, to survey its operations. The junior Cox is vice-chairman of the board of the Journal Co., and is in supervisory charge of WSB and WHIO. He is an applicant also for acquisition, personally, of WAGA, Atlanta, in which the Journal Co. owns a 40% interest, with the balance held by N. K. Winston, of New York, and Harold A. Lafount, former radio commissioner.

Mr. Kay, who has been identified with WSB since its beginning in 1922, will coordinate and expand the extensive public service work of the station, according to Mr. Cox. Mr. Kay is one of the best known figures in American radio.

Mr. LeGate was born in Elgin, Ill., but spent his youth in South Bend, Ind. He was on the staff of the *South Bend News Times* for eight years and in 1932 became promotion manager of the *Indianapolis News*. Two years later he became promotion manager of the *Dayton News* and when WHIO was opened in 1935, served in a similar capacity for the station. In 1932 Mr. LeGate was transferred to Miami as promotion manager of both the newspaper and WIOD.

Olson's Schedule

OLSON RUG Co., Chicago, has started a varying schedule of five and 15-minute programs, using local talent, on 60 stations throughout the country. Contracts are for 52-weeks. Stations selected are: WIS WNAX KGKO WRVA WDBJ KHQ WMNN WWVA WEAU WTAQ WKBH WISN WHBL WSAU WHO KFNF KMA WIBW KFH WEEI WHDH WJR WCCO WDGY KMBC KFEQ KOY KNX KROW KOA WTIC WJSV KID WGN WLS WMBD WDZ WOWO WIBC WOC KMOX KWTO KGHL KMMJ KFAB WOR WABC WHAM WGY WBT WPTF KFYR WDAY WLW WGAR WHKC KOIN KYW KDKA WCSC. Presba, Fellers & Presba, Chicago, is agency.

Figures in Cox Station Promotions

Mr. Reinsch

Mr. LeGate

Mr. Brown

Mr. Kay

Recordings Bought in Regular Channels Playable Without Tribute, NIB Holds

THE OPINION that stations can perform phonograph records without paying tribute to various groups seeking compensation if they purchase the records in regular channels of commerce and if they refrain from use of the name of the recording artist or the record manufacturer, was disclosed Feb. 20 by Andrew W. Bennett, counsel for National Independent Broadcasters Inc.

In a letter to Harold A. Lafount, former Radio Commissioner, who is NIB president, Mr. Bennett held stations can protect themselves against the licensing demands of National Assn. of Performing Artists, American Federation of Musicians, music publishers and record manufacturers. He said that in his personal opinion under existing laws, a station regularly may purchase phonograph records from music stores and other places where they are generally offered for sale to the public and recreate the sounds embodied on them without the license of any of the groups claiming the right to restrict use of such records.

Some Exceptions

He added, however, that he did not believe this lawfully may be done if the records are purchased from a wholesaler who has contracted with the manufacturer to sell only for home use, or if the station in any way makes use of the names of the artists or the record manufacturer, as the station then is using for its own benefit other property which was not acquired with the purchase of the records. The latter, he declared, involves the law of unfair competition and probably also the law protecting one's right to privacy.

Suits already brought to enjoin the broadcasting of phonograph records in each instance cite the station as making use of the artist's name as well as performing the record. The courts have already demonstrated the distinction between the mere sale of the contents and the sale of the contents coupled with the goodwill attached to the name, he said. Goodwill attaches to the name of the recording artist or manufacturer, but the sound which the record produces is quite another thing.

"The right to play the record in my opinion is acquired by the station at the time of purchase in the regular course of trade, notwithstanding the attempt to restrict its use by the notice on the record. But not the right to use the name of the artist or manufacturer."

The claims of recording artists and others are based on an alleged "common law copyright" and not upon any statutory law now in effect, Mr. Bennett said. Such common law rights, if they exist at all, can only exist under the laws of each individual State, since there is no such thing as Federal common law, Mr. Bennett pointed out. Consequently, he said, the State legislatures have the right to modify or abrogate any such right which may exist insofar as the playing of the record is concerned.

This, he recalled, was done last year by the legislatures of North Carolina and South Carolina. The identical statute in these States merely pertains to the use to which the phonograph record or transcription is put, he pointed out, and does not create any right to use the name of the recording artist in connection with the performance or to capitalize on the popularity or goodwill which the artist may have developed.

President Lafount dispatched Mr. Bennett's letter, together with other literature, to independent stations throughout the country. Pointing out that NIB is functioning actively on behalf of the stations which represent the numerical 80% of the industry and receive only 20% of the broadcasting revenue, Mr. Lafount solicited them to join the organization, which functions under the banner of the NAB. In connection with NAPA, he pointed out that WPEN, Philadelphia, on Feb. 17 was sued in an effort to enjoin the station from broadcasting records made by any of its members. NAPA claims in its membership some 600 leading performers and interpretative artists, including outstanding band leaders.

Piano Drive

PIANO promotion in the form of weekly spot announcements for a one-year period is carried on WIRE, Indianapolis, under sponsorship of four Indianapolis music stores. Opening with a transcribed piano rendition of "Stardust", which fades for a musical background, the spot provides general promotion for piano sales, admonishing listeners to "see your Indianapolis dealer". Cost to each sponsor is $42 a month, or $10.50 each, and the plan is being recommended to the piano industry as a whole.

FCC to Consider Disc Rule Change

Heeds NIB, NAB Requests For Easing of Requirement

MODIFICATION of recently revised rules which require identification of transcriptions and phonograph records by either of these two specific words will be considered by the FCC in response to industry requests, it was announced Feb. 16.

Replying to a letter from Andrew W. Bennett, recently appointed counsel for National Independent Broadcasters, FCC Secretary T. J. Slowie declared Feb. 16 that the Commission would give consideration to the request but that in the meantime stations would be required to comply with the provisions of the section.

Mr. Bennett followed his letter with the observation that many transcriptions already have been manufactured for future broadcasts which use an identifying announcement other than the specific term "transcription" and that these words cannot now be deleted. He asked the Commission for suggestions on the handling of such transcriptions which do not comply with the present requirements and inquired whether it would not be possible to suspend application of the rule at least as applied to transcriptions already manufactured which include the announcement as part of the technical rendition.

Claims Hardships

Russell P. Place, NAB counsel, on Feb. 16 wrote the FCC requesting both suspension of the rigid language requirement and its amendment to permit flexibility. A literal construction of the rule as amended Jan. 4, he said, would require thousands of one-minute and five-minute transcriptions now on hand using the word "transcribed" instead of "transcription" to be made over at considerable expense. Declaring that if their use is barred it would be "harsh and unjust", he asked that as to such transcriptions the operation of the rule be suspended until Aug. 1. 1940, estimating that by that time the discs will have become obsolete.

Regarding the NIB request, Mr. Place asked the FCC to amend the transcription section to include appropriate use of the words "transcribed", "electrically transcribed" and "recorded". He said the public has become familiar with their meaning and consequently would not be deceived by their use and that the interests of the public would in reality be served by using such an intelligible variation of the announcement to prevent monotonous repetition.

In his letter of Feb. 5 [BROADCASTING Feb. 15], Mr. Bennett had asserted that the rigid requirement would work a hardship on independent stations and pointed out that all NIB members are dependent either entirely or to a substantial extent on recorded material with which they must compete for audience with larger stations having available live talent.

It was expected that the requests would be considered by the FCC Rules Committee, made up of department heads, and submitted to the Commission itself for action. Reinstatement of the rule as it existed prior to its amendment Jan. 4 would eliminate all difficulties, it was pointed out.

WSAV Goes NBC

Savannah goes wild!

The Situation: A city with a metropolitan population of *125,000 people* who have never had the opportunity of getting NBC programs with any degree of regularity or clarity.

The Solution: WSAV brings NBC to Savannah, and becomes *the fair-haired station* to this radio minded city which has waited more than ten years for the programs of NBC.

The Sales Opportunity: WSAV's local popularity *plus* INS News *plus* Savannah's enthusiasm over getting NBC *plus* the market's lowest rate per person of any medium, makes WSAV a *must* on every spot and network list.

WSAV *"THE VOICE OF SAVANNAH"*

LIBERTY NATIONAL BANK BUILDING • SAVANNAH, GEORGIA

Selling Georgia's second largest metropolitan market

Contest Programs And Quiz Series On Major Chains

Wide Range of Prizes Found In Resume of Net Offers

WITH cash prizes ranging from $1 to $1,000, as well as merchandise awards including diamond rings and automobiles, an increasing number of contest and quiz programs for listener participation are being sponsored on the networks by national advertisers. Following is a list of current network programs in this category, as of March 1.

NBC

Against the Storm, Procter & Gamble Co. (Ivory soap)—Weekly sentence completion contest for listeners, with top prizes of 10 Buick sedans, gas and $50 for accessories, and 100 $10 prizes. Same offer on *The O'Neills* (also on NBC-Red) and *Mary Marlin* (NBC-Blue).

Battle of the Sexes, Cummer Products Co. (Molle)—Only NBC quiz program not offering cash prize. Winning team members receive Bulova Watches, losing team members get Westfield Watches. All get tubes of Molle shaving cream. (NBC-Red).

Beat the Band, General Mills (Corn Kix) —Sender gets $10 for each musical question used, and if no member of Ted Weems' band can answer the question, an additional $10 and case of Corn Kix is awarded sender. (NBC-Red).

Bob Hope, Pepsodent Co. (toothpaste)—Contest to select name for Announcer Bill Goodwin's baby girl. First prize of $5,000, second $1,000 and 1,365 other cash prizes from $2 to $250 each. (NBC-Red).

Dr. I. Q., Mars Inc. (candy bars)—Listeners get $50 for sets of three right or wrong statements, if used, studio audience marking answers on tally cards, with $100 divided among those getting all answers, and $200 divided next week if no one gets all answers. Also $50 paid listeners for descriptions of famous personalities, and $50 is paid member of studio audience guessing identity after first clue, with reductions if further clues are needed. (NBC-Red).

Dr. Kate, Sperry Flour Co. (flour)—$25 awarded listeners writing letter indicating use of Drifted Snow Flour for greatest number of years. (NBC-Pacific Red).

Information, Please!, Canada Dry Ginger Ale—Each question used on program wins sender $5. Additional $10 and set of the Encyclopedia Britannica if question stumps the experts. (NBC-Blue).

Kay Kayser's College of Musical Knowledge, American Tobacco Co. (Lucky Strikes)—Six candidates from studio audience. First prize of $35, second of $20, four prizes of $10 each. Each contestant gets carton of Luckies, and each member of studio audience gets a pack of Luckies. (NBC-Red).

Ma Perkins and *Man I Married*, Procter & Gamble Co. (Oxydol)—Five-weekly sentence completion contest, with seven daily prizes of $100, $1,000 weekly award, and $5,000 grand prize. (NBC-Red & CBC).

Marathon Melodies, Ohio Oil Co.—Listeners submit musical questions. Those used win $2 if on official blank, $1 if not. Dealer gets $2 for issuing blank for questions used. (NBC-Blue).

Pot O'Gold, Lewis-Howe Medicine Co. (Tums)—Person telephoned, chosen by chance, gets $1,000. If no one answers phone party gets $100 and remainder carries over to next week. (NBC-Red).

Program Without a Name, Albers Bros. Milling Co. (cereals) — Listeners suggest permanent name for program, with first prize of $500 fur coat, 10 additional prizes of $200 fur coats. Grocers specified by winners receive $100 each. (NBC-Pacific Red).

Quicksilver, Lewis-Howe Medicine Co. (Tums)—Listeners get $5 for riddles used on program, studio contestants win $5 or more for correct answers, $1 for wrong answers. A Willys sedan is awarded each week to persons sending in the two best riddles each week. (NBC-Blue).

True or False, J. B. Williams Co. (shaving cream)—Two teams of six contestants. Grand prize of $25. Each contestant gets "I.Q." game and $5. (NBC-Blue).

Uncle Walter's Dog House, Brown & Williamson Tobacco Corp. (Sir Walter Raleigh tobacco)—Best "dog house" story wins $50 each week, with next 11 best stories getting pipe and tobacco. Also $5 is paid for best alibis each week, with special $25 prize and pipe-tobacco awards made for best alibi determined by studio audience vote. (NBC-Red).

We, the Wives, Quaker Oats Co. (Farina)—Sender gets $10 for used question. Husbands and wives form teams, with $25 cash given out during broadcast, at rate of $1 for each question answered correctly. Money left over is divided between the teams. (NBC-Red).

What Would You Have Done? Cummer Products Co. (Energine)—Listeners paid $5 for "perplexing situations" used. Studio contestants tell what they would have done in each situation, with big winner, determined by applause, awarded $5. Package containing four Energine products awarded each contestant. (NBC-Blue).

What's My Name? Procter & Gamble Co. (Oxydol)—$10 paid for sets of personality identification clues. Studio contestants guess identities, winning $10 for correct answer after first clue, $9 for second clue, etc. and $5 if question is not answered correctly. Each contestant and clue-furnisher gets "What's My Name" game. (NBC-Red).

Youth vs. Age, William R. Warner & Co. (Sloan's Liniment) — Senders get $5 for questions used on program. Four youngsters and four oldsters on teams, with $10 going to each member of winning team, $5 to losers. (NBC-Blue).

CBS

Ask-It-Basket, Colgate - Palmolive - Peet Co. (toothpaste)—Year's supply of Colgate's Dental Cream to listener for question used. Studio contestants win prizes of $25, $10 and $5, with awards of $1 to members of audience answering when contestants fail.

Hobby Lobby, Fels & Co. (soap)—Free trip to New York for appearance on program offered listeners writing details of interesting hobby.

It Happened in Hollywood, Geo. A. Hormel Co. (Spam)—Five pairs of silk hose offered every day for name of favorite song and reason for choice.

Life Can Be Beautiful, Procter & Gamble Co. (Ivory soap)—Weekly sentence completion contest, with top prizes of 10 Buick sedans, gas and $50 for accessories, and 100 $10 prizes.

Professor Quiz, Procter & Gamble Co. (Teel & Drene)—$25 to persons sending in usable five-question lists, with cash prizes to contestants, plus bottles of Teel and "Professor Quiz" games.

Road of Life and *The Goldbergs*, Procter & Gamble Co. (Oxydol)—Separate sentence completion contest on each program, with daily $100 prizes, weekly $1,000 awards and a grand prize of $5,000 for the best weekly winner at end of contest. (Expired March 1).

Wayne King's Orchestra, Colgate-Palmolive-Peet Co. (Cashmere Bouquet, Halo)—Seven diamond rings each week for 50-word letters telling favorite musical number and why.

We, The People, General Foods Corp. (Sanka coffee)—Expense-paid trip to New York for broadcast appearance for letters relating interesting experiences.

MBS

Broadcast, Illinois Meat Co. (Redi-Meat) —$500 awarded weekly to persons filling in squares on score sheets available through sponsor or local dealer. One row of squares wins $25 along with a completed slogan, two rows wins $50, three wins $75, and four wins $100. Also 250 $1 prizes. Score sheets show correct identification of clues.

Cash on Delivery, Curtiss Candy Co. (Baby Ruth candy bars)—Three $100 baby bonds awarded on each program to (1), listener sending in prize "bonus question"; (2) local dealer mentioned by winning contestant, and (3) member of studio audience answering query correctly. Also prizes from $20 to $5 awarded to contestants picking winning disks from playboard.

Kay Kyser's College of Musical Knowledge, American Tobacco Co. (Lucky Strike cigarettes) via Millerfilm. Rebroadcast of original show on NBC (see NBC list).

Name Three, Phillip Morris & Co. (Dunhill cigarettes)—Listeners get $6 for three-part questions used. Contestant gets $2 for each part correctly answered. If contestant can't answer, becomes "jackpot" question for all contestants. Money to next broadcast if not answered at all.

Quixie-Doodle Contest, Mennen Co. (shaving cream)—$100 offered on each program, questions varying in value. If contestant answers correctly, he gets money, if not sender gets money. Also $25 for "daffynitions" and $5 for five best questions.

JOHN HENRYS were affixed in the National Biscuit Co. Birmingham office for the *Make Believe Ballroom* series on WSGN promoting the sponsor's new bread. Seated (l to r) are Henry P. Johnston, WSGN general manager; P. S. Molenaar, manager local bread plant; F. H. Conrad, of McCann-Erickson. Standing is H. E. Milford, district manager.

Voice of the Smog

PITTSBURGH radio men took a dose of their own medicine during KDKA's *Greater Pittsburgh Speaks* quiz program Feb. 26, broadcast from the main ballroom of the William Penn Hotel as a highlight of the annual Chamber of Commerce banquet. Three station managers opposed three radio staff men in answering questions pertaining to the broadcasting industry, designed to give listeners an insight into radio's operation. Station managers appearing were Leonard Kapner, WCAE, Frank Smith, WWSW, and John Laux, KQV-WJAS; staff members included Lee Sellers, KQV, Walter Sickles, WWSW, and Cliff Daniels, WCAE. KDKA was represented by Dave Garroway as quiz master.

Cunningham Drug Chain Blankets Detroit Area With 123 News Program

IN ONE of the largest purchases of newscast periods in the Detroit area, Cunningham Drug Co., retail chain, has contracted for a year's sponsorship of 123 news programs weekly on five stations in the Detroit area, starting March 17. Aiming to give all-day news service, the drug firm will sponsor 30 broadcasts weekly by *Cunningham News Ace* on WXYZ, 37 on CKLW, 6 on WWJ, 25 on WJBK and 25 on WCAR, Pontiac.

Each station will use its individual national and local news service, with one of each station's regular news announcers designated as *Cunningham's News Ace*, who will handle all the firm's newscasts introduced by a zooming airplane. Represented among the stations are the services of INS, UP and Transradio in addition to individual local news organizations.

The broadcast schedule, comprising 21 separate newscasts each weekday, with five on Sunday, ranges from 5 to 15-minute programs, which are expected to blanket the Detroit area. All facilities of the Cunningham organization are being placed behind the project including store displays, frequent *News Ace* promotions for individual items; *News Ace* fountain specials; banners on all Cunningham delivery trucks and wrapping paper and bags promoting the programs. Simons-Michelson Agency, Detroit, handles the account.

Standard Oil of Indiana Using 99-Station Spots

STANDARD OIL Co. of Indiana has selected 99 stations for its spring advertising campaign, using six-weekly one-minute transcribed announcements for 13 weeks, effective March 18. Agency is McCann-Erickson, Chicago. Stations and networks follow:

Colorado, KOA KGHF; Illinois, WMRO WJBC WDWS WAAF WLS WDAN WSOY WTMV WGIL WEBQ WCLS WMBD WTAD WROK WHBF WCBS WDZ; Indiana, WTRC WGBF WOWO WIND WFBM WIRE WLBC WGRC WSBT WBOW; Iowa, WOC WHO WKBB KVFD KGLO KMA KSCJ KFJB; Kansas, KGNO KWBG KOAM KSAL WIBW KFH; Michigan, WJR WKBZ WHLS; Minnesota, KATE KGDE WTCN KWNO; Missouri, KFVS KFRU KWOS WMBH WDAF KWOC KFEQ KWTO; Montana, KGHL; North Dakota, KFYR KDLR WDAY KFJM KLPM; South Dakota, KABR KGFX KOBH KSOO KWAT; Wisconsin, WEAU KFIZ WTAQ WCLO WKBH WIBA WMAN WRJN WJMC WHBL WSAU; Wyoming, KDFN; Michigan Net (WXYZ WELL WIBM WKZO WFDF WOODWASH WJIM WBCM); Cowles Group (WMT KSO WNAX); Arrowhead Net (WEBC WMFG WHLB); Minnesota Net (KSTP KYSM KROC KFAM).

Pacquin on 50

PACQUIN Inc., New York, in late February started a three-week campaign for its hand cream, using two to five spot announcements weekly on 50 stations throughout the country. Wm. Esty & Co., New York, is agency.

TO GIVE the public a better understanding of the Government census-taking which starts April 8, NBC Radio-Recording Division, in cooperation with U. S. Office of Education and the Census Bureau, has sent to 662 stations a series of eight quarter-hour transcriptions titled *Uncle Sam Calling*. The stations broadcast the program one day a week during the eight weeks ended April 8.

The Murmansk Surprise Party that was no Surprise

NBC news broadcast told City of Flint crew of their captor's plans... amazing example of efficiency of news service made possible by RCA

WHEN the City of Flint arrived at Murmansk with a German prize crew on board, the local officials removed the Germans. On leaving they took the ship's papers. Without papers they could not sail, so the officers and crew waited four days, twenty-three hours and forty-five minutes for some definite action. Then they learned the decision, *but the news came from NBC.*

Gathered around their radio, the crew was listening to Lowell Thomas giving a news broadcast over the NBC Blue Network. Transmitted also by short wave this program was easily heard at Murmansk. One of the announcements was that the German prize crew would be returned to the City of Flint and would start the ship towards Germany.

Twenty-five minutes later the German prize crew came on board. But it was no surprise party for the Americans. They expected their unwelcome visitors. Long experience had shown them that NBC news reports are reliable whether the news be good or bad.

This incident which became known on the ship's return to Baltimore recently is a remarkable example of the service that is performed by NBC. The news about this particular decision was learned by an NBC representative in Murmansk. It was sent to Radio City, New York via the facilities of RCA Communications. Then the news went to Mr. Thomas who put it on the air so promptly that it reached the City of Flint before the Germans returned to take possession.

NBC has been directly concerned with many historical events. But never before has radio played such a great part in international affairs as it does today. It is the determination of NBC that it shall provide the greatest possible service in the broadcasting of news, and that all such activities shall be impartial, factual and swift.

NATIONAL BROADCASTING COMPANY

The World's Greatest Broadcasting System • A Radio Corporation of America Service

Entire FCC May Draft Net Report

Change May Mean Conclusions Will Be Less Stringent

LIKELIHOOD that the FCC en banc, rather than its Network-Monopoly Committee, will draft the long awaited report on the network-monopoly hearings and also that its conclusions will be less stringent than indicated, was foreseen as a result of developments during the last fortnight.

On the heels of published reports, never refuted, that the majority of the three-man committee would recommend drastic changes in network operations and procedures, came the report that high Administration officials had taken cognizance of the situation. FCC Chairman James Lawrence Fly, it is understood, is now fostering the idea of a full Commission report rather than preliminary committee recommendations which subsequently would be acted on by the seven-man body.

Further Delay Possible

The Network-Monopoly Committee, which conducted hearings in latter 1938 and early 1939 over a six-month period, now is composed of Thad H. Brown, acting chairman, and Commissioners Paul A. Walker and F. I. Thompson. The latter two are understood to favor sweeping recommendations affecting established industry methods in revolutionary fashion. Originally FCC Chairman Frank R. McNinch was a member of the committee but upon his retirement last September Col. Brown became acting chairman. Chairman Fly did not take over the chairmanship of the committee, since he had not participated in the hearings.

While no formal word has been forthcoming from the Commission, it is indicated that abandonment of the committee idea has been actively considered. Should that procedure be followed, it is presumed there will be further delay in devising the final draft of the report, now understood to be in the hands of General Counsel William J. Dempsey. Chairman Fly had advised both House and Senate appropriation committees in testimony that the preliminary report was expected several weeks ago.

Meanwhile, there was speculation as to whether the Commission might not be disposed to handle the more important phases of the network-monopoly issue piecemeal. The fact that hearings already have been ordered [BROADCASTING Feb. 1-15] on management contracts, which embrace the fundamental question of purported network control of a number of stations, indicates that much of the same ground may be covered in these hearings. Moreover, the question of network contractural relations with affiliates, including such matters as optioned time, also could be brought within the scope of these hearings, it is pointed out. Whether the Commission would be disposed to decide these policy matters in individual cases, such as raised under the management contract hearing, or have them await the conclusions reached on the network-monopoly hearing was conjectural.

WINX are the call letters assigned by the FCC for the new local station in Washington, D. C., which it recently authorized Lawrence G. Heller, an attorney, to construct [BROADCASTING, Feb. 15].

Recapturing of 'Excess' Radio Profits By Government Is Advocated in Article

CONTROL of radio profits by Uncle Sam, with the "excess profits of broadcasters" recaptured by the Government to be diverted to one of a number of suggested uses, is the theme of a new scheme of applying rate regulation to broadcasting in utter defiance of the law. The author is Robert E. Stromberg, an attorney-accountant of the FCC.

In an article in the Feb. 29 issue of *Public Utilities Fortnightly*, Mr. Stromberg, who has been identified since 1934 with public utility common carrier work in the FCC Accounting Department, essays to answer the question how the Government can control radio profits. Inquiries around the Commission revealed that Mr. Stromberg expressed only a personal opinion and that his article did not reflect official views of the Commission or any of its responsible departments.

Natural Resource

On the premise that the "ether" is a "natural resource of incalculable value," Mr. Stromberg states that "since it belongs to the people as a whole, unearned benefits derived through private exploitation of it should be applied for the benefit of the people as a whole." Holding that rate regulation would not benefit any considerable number of the public, he said the alternative would be for the Federal Government to bring under its control these "unearned benefits". And the logical method, he continued, "would appear to be a legislative provision for recapture of excess profits of broadcasters."

He dismissed as beyond the scope of his discussion whether these funds might be covered in the general Treasury balance, alloted to assistance of broadcasters serving sparsely populated, unprofitable areas, employed for Governmental radio activities, or any of many possible dispositions.

Holding that there is sound justification, under the principles of regulation which have been worked out for many years to regulate the broadcasters on the basis of excess profits, the youthful lawyer-accountant said there was nothing new about a proposal to restrict the profits of users of a natural resource. He cited particularly the Federal Power Act, which he said provides for expropriation by the Government of excess profits of licensees. Declaring that a condition of the water-power license is that the licensee may be prevented from making excessive profits from it, Mr. Stromberg deduced that if this is sound license theory for water-power, it would appear equally applicable and equally sound for broadcast licenses.

"There is surely much to say for the proposition that the licensing laws for radio broadcasting and water-power for private use should be closely parallel in their treatment of profits of licensees," he stated.

Public Utilities Fortnightly, in commenting editorially on the Stromberg article, said it was troubled by the growing conviction in some quarters that there must be something "inherently wrong about business prospects whenever and wherever they appear to flourish." It added that controlling industrial profits these days appears to be even shrewder Government enterprise than public ownership itself.

WHAT will happen to national selling if States continue to erect trade barriers is explained to (l to r) Harry W. Witt, CBS Southern California sales manager, and John C. Morse, vice-president of Dan B. Miner Co., Los Angeles, by Howard McKay, sales manager of Foster & Kleiser Co., that city, who illustrates with a chart. They are pictured at a recent luncheon meeting of the Los Angeles Advertising Club where efforts of states to protect home industries by barring products of other states were discussed. Witt, who was host at the meeting, is a director of the Ad Club. Morse is president.

RCA-Victor Campaign

A NATIONAL advertising and promotion campaign for RCA Victrola console instruments to last through the spring buying season is currently under way on nearly 50 radio stations throughout the country carrying the RCA-Victor *Musical Clock* programs and the record review programs, titled *Music You Want*.

Red Rose Tea Discs

T. H. ESTABROOKS Ltd., St. John, N. B. (Red Rose Tea), starts on March 11 weekly half-hour dramatized transcription *Mutiny on the High Seas* on CFCY, Charlottetown, P. E. I.; CHNS, Halifax; CJCB, Sydney, N. S.; CJLS, Yarmouth, N. S.; CFNB, Fredericton, N. B.; CHSJ, St. John, N. B.; CFCF, Montreal; CBL, Toronto; CKOC, Hamilton, Ont.; CFPL, London, Ont.; CBO, Ottawa; CFCH, North Bay, Ont.; CKGB, Timmins, Ont.; CJKL, Kirkland Lake, Ont.; CKSO, Sudbury, Ont.; CFRC, Kingston, Ont.; CFCO, Chatham, Ont.; CKPR, Fort William, Ont.; CKY, Winnipeg; CKCK, Regina, Sask.; CFQC, Saskatoon, Sask.; CJOC, Lethbridge, Alta.; CFAC, Calgary; CJCA, Edmonton; CFGP, Grande Prairie, Alta. At the same time a live talent French network quarter-hour drama *Becassine* starts twice weekly, originating at CKAC, Montreal, and piped to CHLT, Sherbrooke, Que.; CHRC, Quebec City; CBJ, Chicoutimi, Que.; CJBR, Rimouski, Que. Account was placed by A.McKim Ltd., Toronto.

New Alabama Hookup

NEW four-station hookup, Alabama Mutual Broadcasting System, has been formed to carry the *Dance Time* series for Gunter's Credit Clothing & Jewelry Stores. The group includes WMSL, Decatur; WJBY, Gadsden; WBHP, Huntsville; WHMA, Anniston. The program features Ernie Sizemore's orchestra and originates at WHMA.

FCC Recommends Telegraph Merger

Majority Advocates Federal Representation on Boards

BY A SPLIT vote of 4 to 3, the FCC Feb. 25 recommended to Congress a consolidated international telegraph service, embracing cable and radio facilities in a single system, as the best means to maintain adequate world-wide communications for the public and the nation and eliminate foreign ownership and influence in American communications.

Chairman Fly and Commissioners Walker, Thompson and Payne supported the consolidation recommendation, constituting the indicated alignment on all fundamental policy matters. This group represents the "crackdown" majority understood to favor rigid regulation of all communications entities, including broadcasting [BROADCASTING, Feb. 15]. The minority, Commissioners Craven, Case and Brown, in a separate report, advocated segregation of the cable and radio telegraph services into two separate systems. They have supported a middle-of-the-road or industry cooperation policy in connection with broadcasting.

Board Representation

While not directly applicable to Commission policy regarding broadcasting, the voluminous report was believed indicative of the trend of thought of the new Commission majority.

In the majority report was a brief sentence which stated the Commission gave consideration to the possibility of placing Government representatives on the board of directors of American communication companies, in order to participate in the management of the companies, as a further means of protecting national public interest. The report added, however, that the Commission makes no recommendation in this regard except that it does not consider it necessary or desirable at this time "for the Government to have a proprietary interest in communication carriers".

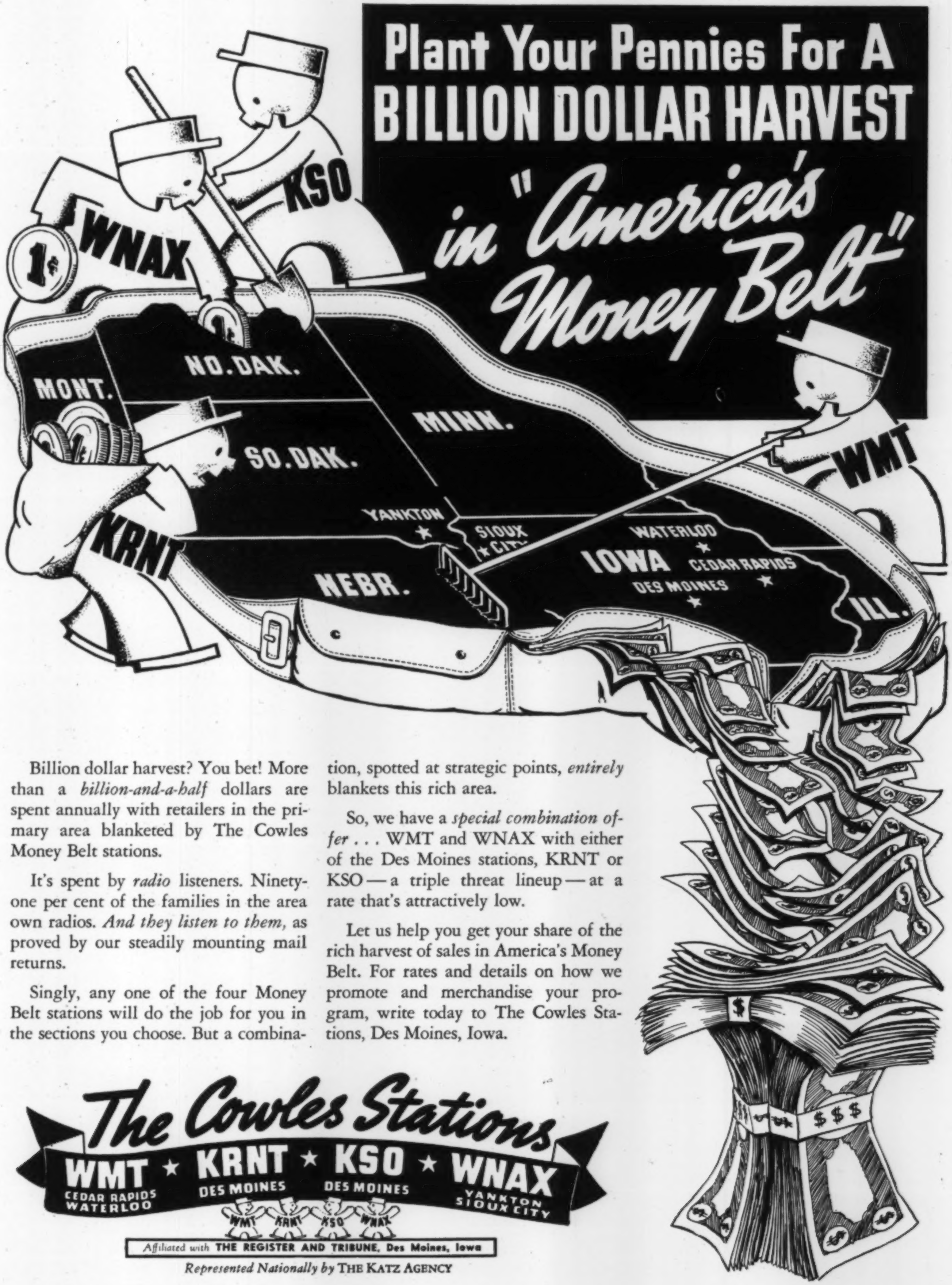
This pronouncement by the new majority was viewed as denoting a trend toward eventual Government ownership or control of communications. Because several members of the Commission have also indicated at least a leaning toward Government operation of broadcasting, this reflected attitude in a formal report to Congress was deemed of more than cursory significance.

FTC Complaints

THE Federal Trade Commission on Feb. 24 ordered Affiliated Products Inc., Jersey City, to cease and desist from misleading representations in the sale of certain Edna Wallace Hopper cosmetic products. The FTC also has entered a complaint with Sears, Roebuck & Co., Chicago, alleging unfair and deceptive acts and practices in the sales of automobile tires and tubes, and has received stipulations from Packers Tar Soap Inc., New York, and Scott Paper Co., Chester, Pa., to discontinue allegedly misleading representations in the sale of Scalptone hair tonic and Waldorf Brand tissue, respectively.

Plant Your Pennies For A BILLION DOLLAR HARVEST

in "America's Money Belt"



Billion dollar harvest? You bet! More than a *billion-and-a-half* dollars are spent annually with retailers in the primary area blanketed by The Cowles Money Belt stations.

It's spent by *radio* listeners. Ninety-one per cent of the families in the area own radios. *And they listen to them,* as proved by our steadily mounting mail returns.

Singly, any one of the four Money Belt stations will do the job for you in the sections you choose. But a combination, spotted at strategic points, *entirely* blankets this rich area.

So, we have a *special combination offer* . . . WMT and WNAX with either of the Des Moines stations, KRNT or KSO — a triple threat lineup — at a rate that's attractively low.

Let us help you get your share of the rich harvest of sales in America's Money Belt. For rates and details on how we promote and merchandise your program, write today to The Cowles Stations, Des Moines, Iowa.

The Cowles Stations

WMT ★ **KRNT** ★ **KSO** ★ **WNAX**

CEDAR RAPIDS WATERLOO — DES MOINES — DES MOINES — YANKTON SIOUX CITY

Affiliated with THE REGISTER AND TRIBUNE, Des Moines, Iowa

Represented Nationally by THE KATZ AGENCY

"OUR BLUE NETWORK SALESMEN LAUGH WHEN

What'll I use for

SAYS KEITH KIGGINS, *NBC Blue Network Director*

No laughing matter for Keith Kiggins, was getting up the wherewithal to foot his Stork Club bill a few nights ago. However, with true Kiggins philosophy he declared, "There's nothing more worth paying for than a good time— except *any* time on the Blue Network, where costs are the *lowest* of *any* national advertising medium." With Mr. K. are Mrs. Kiggins, Satevepost contributor Jack Alexander and Mrs. Alexander.

THEY'RE ASKED...

money?"

You don't need a million dollars to do a national advertising job on the Blue. It gives you *Money Market* coverage at *lowest cost nationally!*

To our sensitive ears not long ago, came word that wherever advertising men get together... on trains or in taverns... at home or along "Advertising Row"... they are saying a lot of complimentary things about the NBC Blue Network. So we shooed our Inquiring Photographer out into the wintry winds to take photos, ask questions and, in general, find out about the Blue kudos.

His report verifies our own sentiments that the Blue is 1940's best advertising buy. And here are three quick reasons why:

Low Cost Coverage, the result of the famous Blue Network Discount Plan, which enables the size of your network to grow with your business—*economically!*

Concentrated Coverage of America's Money Markets, the places where 72% of the country's effective buying power is located.

Blue Circulation Bonuses—periodic, substantial, extra audience dividends *at no extra cost,* due to continuous station improvements.

Best proof of the Blue's ability to "up" sales for its clients—*at all-time low costs*—is revealed by the fact that during 1939 70% of this network's 1938 advertisers renewed—and 17 new clients joined up!

We are eager to show *you* that *sales* begin where the Blue begins! And at the amazingly low cost of less than $5000 for a night-time half hour, coast to coast! If you haven't carefully reviewed *today's* Blue Network facts, you're overlooking America's outstanding low-cost sales maker! National Broadcasting Co. A Radio Corporation of America Service.

NBC BLUE NETWORK

Sales thru the air with the greatest of ease

Considering himself a bit of a sleuth, the NBC Inquiring Photographer stopped off at Louis & Armand's in search of the advertising clan. Standing at the entrance in chin-fest were NBC salesman John McNeil and café owner Armand. In response to the I. P.'s query, Armand grew eloquent. "The Blue Network? Oui! I have notice that name much lately. The boys, they talk about the Blue in veree nice way. It reach, what you call, Money Markets at lowest national cost—no?" Oui, Mr. A! Oui!

Boarding the evening choo-choo for home, NBC V. P. Roy Witmer, still exulting over recent news that 17 new clients have joined the Blue, lost no time telling his advertising companion about the Blue Network bonuses. "It's a fact, Ed," he said, "the NBC Blue Network constantly increases its audience for advertisers—*at no extra cost*—by improving station facilities."

Jacob Thailer (left) is "Jack," and Isadore Popick is "Irving" to the agency men who ride their cabs. To Jack and Irving, their ad-men fares are "Gus." Said Irving as he held the cab door: "The men I take to NBC regular say lots of fancy things about the Blue Network. *You* oughta know that, Jack. This here Gus I just rode wanted to pass three red lights yesterday, he was in such a hurry to take up an option on a Blue half hour!"

Puss In the corner (right) being stuffed with shortbread, belongs to Jimmy James, NBC Adirector. Reason for his and secretary Mary Coyne's gaiety is found in this James quotation: "I just heard some good news. Another of our Blue advertisers said he was going to renew because the Blue gives him profitable coverage at a cost no other medium can match! Have a cup of tea?".

Tribute Is Paid To John Benson

Oklahoma Pub. Co., Smelser Get Advertising Awards

Mr. Benson

AWARDS for excellence in radio advertising and promotion during 1939, announced at the *Advertising & Selling* annual advertising awards dinner in New York Feb. 16, included bronze medals to Oklahoma Publishing Co.; Procter & Gamble Co.; J. M. Mathes Inc., and Young & Rubicam, and an honorable mention for the research activities of Walter P. Burn & Associates.

A gold medal for distinguished services to advertising was presented to John Benson, president of American Assn. of Advertising Agencies since 1927, with silver medals also awarded to Mason Britton, vice-chairman of McGraw-Hill Publishing Co., and Ralph Starr Butler, vice-president of General Foods Corp. Thirteen bronze medals also were awarded in six other classifications.

Smelser Honored

Among the radio awards, D. P. Smelser, vice-president of Procter & Gamble Co., received a medal for "contribution to the knowledge and technique of radio advertising"; J. M. Mathes agency for "outstanding skill in program production" (Canada Dry's *Information, Please!*), and Young & Rubicam for "excellence of commercial announcements" (General Foods' *Jello* program). A medal was won by Oklahoma Publishing Co. for its advertisements in business publications, and an honorable mention by Walter P. Burn & Associates for its studies of metropolitan areas, as published in *Printer's Ink Monthly*.

In an address at the dinner on "The Place of Advertising in the American Scheme", Mr. Butler outlined the numerous ways advertising fits into the American economy. He cited its service in making news and entertainment available at trifling costs; its power to create volume sales leading to low unit prices to the consumer, and its social usefulness in stabilizing business and making available new inventions and services which only the favored few could enjoy without this modern method of cultivating broad markets.

New Carolina Net

ESTABLISHMENT of Carolina Broadcasting System on a permanent basis under a five-year contract, was announced Feb. 23 by WRAL, Raleigh, key station. Others in the North Carolina hookup are WFTC, Kinston, and WGTM, Wilson. It was announced permanent lines would be leased with WRAL to act as key and agency for the group. Arrangements were consummated by Gil Murray, manager of WRAL; H. W. Wilson, of WGTM, and Jonas Weiland, president of WFTC.

WGOV are the call letters assigned for the new local station in Valdosta, Ga., which the FCC has authorized Gov. E. D. Rivers of Georgia to construct [BROADCASTING, Feb. 15].

SIGNING the papers that jelled the biggest theatre-radio hookup in Mountain States history—in which 97 Fox-Intermountain Theatres exchanged film trailer plugs for time on KOA, Denver—is Harry Huffman, of the theatre firm (pen in hand), to the satisfaction of Lloyd E. Yoder, (seated, right), general manager of KOA. Standees looking on are (l to r) Manager Rice, of the Paramount Theatre; Manager Bernie Hynes, of the Denver Theatre, and James MacPherson, of KOA.

KOA'S NEW THEATRE TIEUP

Publicity in 97 Units of Fox Chain Is Obtained Under Cooperative Promotion Plan

STARTING one of the most comprehensive theatre-radio projects for mutual promotion on record, KOA, Denver, and the Fox Intermountain Theatres organization recently effected an agreement whereby the station, in exchange for two daily programs promoting the theatres, receives screen publicity via film trailers and lobby displays in the 97 Fox Intermountain theatres. It is estimated the station will get 8,000,000 visual program plugs annually in Denver theatres alone, with several times this number from the other houses in the large theatre chain. The idea was developed by Lloyd Yoder, general manager of KOA, and Director Harry Huffman, of the theatre organization.

As its part of the promotion, KOA broadcasts a daily series of five-minute *Theatre Reporter* programs, covering screen news and comment, together with midnight organ recitals remoted from Denver's Paramount Theatre. Visiting screen and stage personalities appearing at the theatre also will be interviewed on KOA programs.

Each week a new KOA trailer is prepared and run several times daily at the conclusion of each complete show in 12 Denver theatres, as well as the 85 others in the chain. Through a staggered schedule four different trailers run simultaneously in Denver, with others routed outstate. Each trailer includes pictures of five or six radio stars or groups, with comment and pertinent news by a KOA announcer carried on the film sound track. In addition, theatre lobby displays are planned from time to time, and KOA artists and acts are scheduled for stage appearances in the theatres.

Snow Holiday

WILLIAM K. KIRKER, a representative of NBC in Berlin, celebrated Washington's Birthday by shoveling snow, he reported on his broadcast of Feb. 23. Leaving his apartment on the 22d, he said, he was handed a shovel and told to get busy clearing snow. "But," he remonstrated, "today is Washington's Birthday—a patriotic holiday in the United States." "That makes no difference," was the answer. "Everyone living in this building must shovel snow." Kirker said he didn't mind the shoveling as much as the American tourists who took pictures of him at his menial task.

New Orlando Local

A NEW local in Orlando, Fla., to operate on 1200 kc. with 250 watts unlimited time was granted Feb. 20 by the FCC without a hearing. Hazlewood Inc., former licensee of WJNO, West Palm Beach, was given the construction permit. Principals are George B. Hill, consulting civil engineer of Jacksonville, holding 69 shares, George A. Hazlewood with 21 shares, and W. J. Sears, 10 shares. All were listed as Jacksonville residents. Hazlewood Inc., previously had sought a regional station on 1390 kc. but on Dec. 1 amended its application for the local assignment. The grant was made with transmitter site and antenna to be determined subject to FCC approval.

WOR's 18th Birthday

IN COMMEMORATION of its 18th birthdayy on Feb. 22, WOR, Newark, broadcast a special program featuring Gabriel Heatter in a description of the station's growth from a pioneer station on 500 watts, broadcasting from the roof of L. Bamberger & Co.'s store in Newark, to its present operation on 50,000 watts.

NBC WOULD ASSIST KTHS 50 KW. PLANT

A TOTAL of $190,000 would be raised by KTHS, Hot Springs, to install a proposed new 50,000-watt transmitter, with NBC advancing a substantial proportion for the transmitter itself, according to an application pending before the FCC. The station, owned by the Hot Springs Chamber of Commerce, seeks FCC approval of its application for fulltime with 50,000 watts on the 1060 kc. channel, in lieu of its 10,000-watt special experimental fulltime operation.

The application, signed by S. A. Kemp, president of the Chamber of Commerce, states that the estimated cost of constructing the 50,000-watt transmitter and appurtenances would be $150,000. It is explained that an arrangement has been entered into with NBC whereby it will advance $115,000 for the transmitter itself, if purchased from RCA, and receive in return a 5% 10-year note as security. Then the station itself would issue a series of notes, for local subscription, in the amount of $75,000, in denominations of $100, $500 and $1,000 bearing 5% for a 10-year term. The total indebtedness therefore would be $190,000.

The financing arrangement, the FCC was informed, was drafted by a popularly elected radio board of the Chamber of Commerce.

General Tire Officials Seeking Station in Miami

A NEW station in Miami to be owned by officials of the General Tire & Rubber Co. of Akron, is sought in an application filed Feb. 15 with the FCC. Seeking a construction permit for 1330 kc. or 1360 kc. when the Havana Treaty becomes effective, with 1,000 watts day and 500 watts night, unlimited time, the application was filed by General Broadcasting Inc.

T. F. O'Neil, of Miami, is president and would hold 60% of the stock. He is a stockholder and director of General Tire & Rubber and president of General Tire Co. of Miami. His brother, William O'Neil, president of the parent company in Akron and of the Barberton Foundry, Barberton, O., would be vice-president of the Miami company and would hold 39% of the station's stock. Jack Reed, public relations director of General Tire in Akron, would hold 1%.

Seek Key West Outlet

FORMER Gov. David Scholtz of Florida is disclosed as president and 33% stockholder in Keys Broadcasting Co., which has applied to the FCC for a new 250-watt station on 1310 kc. in Key West, Fla., southernmost community in the United States and one of the few Florida communities over 10,000 population still without a radio station. Also a 33% stockholder is George H. Bowles, former California station operator. Carl Scholtz, brother of the former governor, is 16% stockholder; Nellie M. Joyce, secretary, 17%, and William Porter, local banker, 1%. Carl Scholtz is also an applicant for a 250-watt outlet on 940 kc. in Fort Pierce, Fla.

CLARK CLEVELAND Co., Binghamton, N. Y., during the week of Feb. 5 started a test campaign for its toothpowder using a varied number of spot announcements weekly on Southern California stations. Street & Finney, New York, is agency.

JOE DOAKES AND I FOUND OUR KIND OF RADIO!

1 "You never heard of that young salesman of mine — Joe Doakes. Quietly, without any fuss or feathers, he covers three states—like a blanket!

REANI
RADIO STATION

2 "He knows what people like there. They trust him because he's one of them. They give him their business because he talks their language and never kids them.

"Well, I remembered Joe Doakes when I was considering radio to sell my product. I couldn't afford a Big Name on a spectacular show, coast-to-coast. Just too wasteful, for me.

3 "But I could afford to give radio support to territories producing sales and deserving added oomph—like Joe's and a dozen more.

"So Joe and I got together and worked out some SPOT RADIO. Joe knows the right stations for his territory; helps fit each message to each market, ties it into every selling drive, all geared to our distribution.

4 "And you can't imagine how those folks responded to the local appeals and the merchandising of those programs! When it comes to SPOT RADIO, mister, I'm sold!"

SUIT EACH PROGRAM TO ITS TERRITORY WITH

SPOT RADIO

No two sales territories are alike. Each one calls for different strategy, different local merchandising, and therefore a different radio approach.

Whether live or transcribed you can use the right kind of program for each strong station, at the right time for listeners—all tied to your Distribution—when you buy SPOT RADIO.

SPOT RADIO IS ADVERTISING THAT YOU CAN SPOT

ANY TIME **ANY LENGTH** **ANY WHERE**

For any advertiser or agency executive who wants to see how SPOT RADIO can meet his individual situation, we shall be very glad to prepare a special outline.

EDWARD PETRY & CO.
INCORPORATED

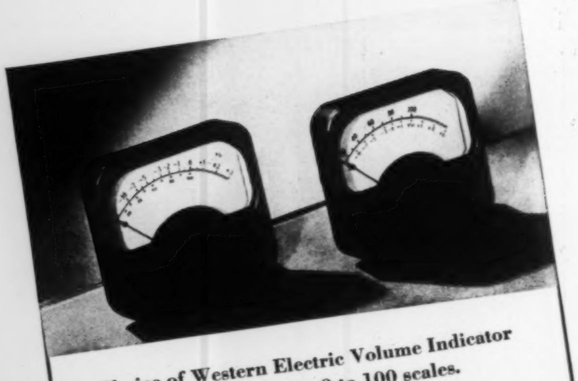
Representing leading Radio Stations throughout the United States—individually

Offices in: NEW YORK · CHICAGO · SAN FRANCISCO
DETROIT · ST. LOUIS · LOS ANGELES

Western Electric
LAMP ON
FIL ON
1 TEL 2
PLATE
VOLUME INDICATOR
AMP
MICROPHONES
MASTER GAIN

IT CAN TAKE IT!

22D PORTABLE SPEECH INPUT EQUIPMENT FOR REMOTES OF EVERY KIND



Choice of Western Electric Volume Indicator Meters with vu or 0 to 100 scales.
(*KS 8208 Meter at left—KS 8218 Meter at right*)

Here's the latest version of the famous 22 type family. In addition to the time-proven features of its older brothers—rugged construction—deluxe appearance—high fidelity—AC or battery operation—4 mike mixers and master gain control—it now offers a choice of the new "conference" type volume indicators and other improvements.

One man can handle it with ease. It's easy to set up—simple to operate. *And it's ready for immediate delivery.*

Start the season off right. Get full details from Graybar—or better still, order yours now.

Distributed by GraybaR Electric Company

DISTRIBUTORS: *In U. S. A.:* Graybar Electric Co., New York, N. Y. *In Canada and Newfoundland:* Northern Electric Co., Ltd. *In other countries:* International Standard Electric Corp.

Western Electric

ASK YOUR ENGINEER

RADIO TELEPHONE BROADCASTING EQUIPMENT

Frank's GOP Report Favors Limiting of Federal Control

Promote Rather Than Depress Enterprise Through Regulation, Republican Document Proposes

ALTHOUGH devoid of mention of radio as such, the report of the Republican Program Committee, headed by Dr. Glenn Frank and made public Feb. 18, outlined policies respecting Government regulation which were sympathetically received by the broadcasting industry.

The 33,000-word document, prepared under the direction of the former president of Wisconsin U, cited that a cardinal principle of regulation is to promote rather than depress enterprise through definite and easily ascertainable regulations. It charged the New Deal with the "restrictive type of regulation" which has throttled new enterprise and precipitated an atmosphere of "doubt, confusion and uncertainty". The Administration leadership, said the document, is responsible for a movement to change the flexible and competitive system of American enterprise into a politically dictated and politically dominated system, despite its belief in private enterprise.

Under Suspicion

Proposed as a foundation for the platform of the Republican Party in the forthcoming Presidential campaign, the Frank report, based on a two-year study, concluded that a new political leadership should restate the case for American free enterprise. The Roosevelt Administration was accused of having assumed that business was essentially anti-social, "the more successful it is the more sinister it must be", and of viewing the primary relation of Government to business as that of a policeman "shadowing a suspicious character".

The only indirect mention of communication and radio in the report was in connection with a discussion on the possibility of new American enterprise. The G.O.P. committee declared that a fund of scientific and technological results was lying unexploited in the research files of the nation, awaiting an atmosphere of confidence to launch new industrial activities. The report added that these scientific and technological results were to be found in communication, as well as in a number of other industrial fields. Presumably this expression encompassed television, still held in experimental status under Governmental regulation.

Defining good regulation and bad regulation, the committee said that in the former classification falls that type of protective regulation which protects the free enterprise system itself against persons and practices that would divert its energies from the creative functions of producing wealth to the more acquisitive function of capturing wealth, already created by varied forms of manipulation. Regulation is bad, the committee said, when it goes beyond its protective purposes and hampers the freedom of enterprise for the more efficient performance of its creative function of producing wealth in the form of more and better goods at lower prices, with which alone the living standards of the nation can be lifted.

Espousing some "ordered policy" as a substitute for administrative powers, the report said that in some instances Congress has legislated in detail, leaving little discretion to administrative officials. In others, however, administrative officials have been given, in effect, the broad power to make law. Power so fundamental should be carefully guarded as to its extent and its exercise, the committee said, asserting that the precise limits of the power conferred should be given crystal-clear definition and the discretion of the regulatory authority confined to questions, the answers to which cannot in the nature of things be foreseen by Congress.

In particular, the committee said, the functions of legislator, prosecutor and judge should, as far as possible, be separated. Moreover, it added there should be general procedure in all regulatory agencies that will insure to every person or group subject to regulation a full and fair opportunity to be heard in his or its behalf. The committee declared there likewise should be some standard policy, applicable to all regulatory agencies, respecting the right of appeal to the courts from decisions of administrative authorities.

Buys 'Breakfast Club'

McKESSON & ROBBINS, Bridgeport, Conn., on March 2 will sponsor a half-hour period of the Saturday *Breakfast Club* on three NBC-Blue stations WJZ, New York; NBZ, Boston, and KDKA, Pittsburgh, on behalf of Albolene Cleansing Cream. The program is broadcast from Chicago Mondays through Saturdays from 9 to 10 a. m. on 90 NBC-Blue stations, and was recently split into quarter-hour packages so that local stations might sell the program to sponsors. J. D. Tarcher, New York, is agency.

More Gen. Foods Spots

GENERAL FOODS Corp., New Youk, which has been testing the quarter-hour transcribed program *Kate Hopkins, Angel of Mercy* for Maxwell House Coffee on eight Southern stations since last fall, on April 1 plans to add about 20 stations to the list, although station list has not yet been decided upon. Benton & Bowles, New York, is agency.

Omega Oil Tests

OMEGA CHEMICAL Co., Jersey City, is testing a six-weeks campaign of six spot announcements daily for Omega Oil on six stations in the East. Brown & Thomas, New York, is agency.

A RODEO parade in Phoenix, Ariz., offered KTAR a chance to stage versatile coverage. Chief Technician Andy Anderson (inset), offered a birdseye view from a Goodyear blimp (top), which a promotion-minded cameraman shot through the KTAR towers atop the Heard building. Two other announcers spoke from strategic parade points. Phoenix Laundry & Dry Cleaning Co. sponsored the broadcast for an hour.

AUDIENCE'S I. Q.

Listeners Found Well Above General Average

RADIO audiences are not necessarily "moron listeners" and may be on an intelligence level considerably higher than that ordinarily credited to them, according to evidence released recently by the U of California School of Education. The data were obtained in a radio intelligence test conducted on the *University Explorer* program by Dr. Frank N. Freeman, dean of the school.

Among the 2,331 persons taking the test, the average score was 29, according to the school's report. By comparing the radio tests with carefully standardized scales, it was determined that average public intelligence was represented by a score of 24—five points below that of the radio audience. In terms of I.Q. (intelligence quotient), standard intelligence index, the score of the radio audience was set at 110, with normal or average I.Q. at 100.

"It seems clear that the people who took this test are a superior group of persons," Dr. Freeman declared. However, the high average may be accounted for by the fact that an abnormally large percentage of the audience consisted of persons in the professional and higher business groups, he added. Dr. Freeman has stated that he plans to give another test on the *University Explorer* program, possibly late in the spring.

CONTROL of WSYR-WSYU, Syracuse, will pass from M. S. Wilder to his son, Col. Harry C. Wilder, general manager, under a transfer, authority for which application has been filed with the FCC. Col. Wilder now owns 27.7% of the stock, his father 52.2%.

PHILA. MUSICIANS MAY SHIFT TO CIO

A REVOLT in the ranks of Philadelphia musicians of AFM Local 77 over the purported failure of the parent organization to give it full support in its fight with WPEN, Philadelphia, was reliably reported following a meeting of the local Feb. 23.

Word emanated from the session that a resolution had been adopted deprecating the failure of the AFM International Board to give the local wholehearted support in its fight. Kept out of the resolution but apparently discussed at the session was a movement to drop affiliation with AFM, an AFL union, and set up a musicians branch within CIO, headed by John L. Lewis.

WPEN, following months of negotiation which failed to produce an agreement with the local, dropped its staff musicians and since Jan. 13 the Union has been picketing the station. On Feb. 15 National Assn. of Performing Artists filed suit against WPEN seeking to enjoin it from performing phonograph records on the air.

One report, unconfirmed, was that Local 77 had paid counsel for NAPA a $1,000 retainer in connection with this litigation, out of a $7,500 "war fund" allotted by the parent union to the Philadelphia local for its WPEN fight.

Lava Soap Discs

PROCTER & GAMBLE Co., Cincinnati, has started a test campaign for Lava Soap using 15-minute transcribed shows in 14 markets in addition to the nine which release its NBC-Red program, *Houseboat Hannah*, for the same product. Stations selected for *Bill Elliott*, the *Singing Cop*, include WEEI WFBM WWJ WEAN; *David Adams* has been placed on WBEN KDKA WTAM WDAF KOA WKY WFAA KFRC WSYR KWK. The nine stations which regularly carry *Houseboat Hannah* are KSTP WEBC WHO WOW WDAF KVOO WKY KPRC WFAA. Blackett-Sample-Hummert, Chicago, is agency.

Servel Dealer Discs

SERIES of 30 one-minute transcribed dramatized announcements has been prepared by the Transcription Service of WOR, Newark, for release to local dealers by Servel Inc., New York, which recently appointed BBDO, New York, to handle its advertising for Electrolux refrigerators. The discs are available to Servel dealers on a cooperative basis to be used on local programs sponsored and arranged by the dealers. Twenty-six of the announcements promote gas refrigerators for city use, and 13 are designed to promote kerosene refrigerators for rural use.

Allcock Discs

ALLCOCK MFG. Co., New York, since Feb. 1 has been conducting a campaign for its porous plasters using one-minute transcribed announcements thrice weekly on KPRC, Houston; KARK, Little Rock, Ark.; WOAI, San Antonio; KFH, Wichita, and WKY, Oklahoma City. Small & Seiffer, New York, is in charge.

OOMPH and lots of it has been added to WSM's daily pickup of the Pan-American crack train of the Louisville & Nashville, since the pickup point was moved because of a railway schedule change. The flyer is picked up at 5:08 p. m. just out of Nashville from this tower and carried several miles by a special wire. The new pickup gets more clickety-click and a downright spine-tingling whistle. When the Pan-American is a mile from the pickup a warning bell is rung simultaneously in WSM's Nashville studios and the operator's tower. The studio gives the train a clear board, the announcer makes a few remarks, the operator hangs the mike out the window, and thar she goes! The mike is placed higher in the air than was the case at the former pickup point; the train passes over a rail crossing, adding some extra clickety-clicks, and the tower provides a sort of sounding board.

Dr. Miles on Coast

DR. MILES CALIFORNIA Co., Los Angeles (Alka Seltzer), through Associated Adv. Agency, that city, on March 4 starts a five weekly quarter-hour serial, *Our Friendly Neighbors*, on 31 Don Lee network stations, Monday through Friday, 11-11:15 a. m. Contract is for 52 weeks and is said to be the biggest ever signed in West Coast radio, representing a total expenditure of $318,281.20. New series will supplement the sponsor's five-weekly quarter-hour night *Alka Seltzer News*, on the same network, according to Frank Clancy, general manager. P. O. Narveson and James McCormack are agency executives on the account. Sydney Gaynor, commercial manager of KHJ, Los Angeles, represents the network.

Quaker Oats Out

QUAKER OATS Co., Chicago, is discontinuing two of its weekly NBC programs early this spring, because, it is rumored, of a plan to revise the merchandising and packaging of its cereal and puffed wheat and rice goods. Milton Berle's *Stop Me If You've Heard This One*, heard on NBC-Red Saturdays, 8-8:30 p.m., was discontinued Feb. 24, and March 25 will see the close of the Tommy Riggs *Quaker Party* program, now on NBC-Red, Mondays, 8-8:30 p.m. Ruthrauff & Ryan, Chicago, is agency.

Compromise Bill on Recording Rights Is Proposed at New York State Hearing

RECOMMENDATION that proponents and opponents of the Perry Bill [BROADCASTING, Feb. 1], which would make it a larceny to record in New York any broadcast without the consent of the performers, jointly work out a compromise measure, was the result of an open hearing of the measure in Albany Feb. 20 before the combined code committees of the State Senate and Assembly.

Suggestion, made by Assemblyman G. B. Parsons (R-Syracuse), followed discussions of the measure by representatives of the American Federation of Musicians and the National Assn. of Performing Artists, organizations supporting the measure, and by Sydney Kaye, opposing the bill in the name of the NAB's New York State Committee of Broadcasters, and after the committee members had indicated that the Perry Bill in its present form had little chance of being reported favorably.

Rights of Broadcasters

Arguments for the bill were presented by Jacob Rosenberg, president of AFM Local 802, New York; Henry Friedman, AFM counsel; Thomas Gamble, assistant to the AFM president, and John O'Connor, Fred Waring's manager. They charged there were "numerous cases" of broadcasters and recording companies making records of broadcasts without the knowledge of the performers, who should receive extra pay for such recordings.

Mr. Kaye did not dispute the purpose of the bill, but contended that broadcasters as well as performers have rights and that these are not mentioned in the measure. He pointed out that the wrong is not in making recordings but in the misuse of such records, and cited the section of the Communications Act which expressly forbids the rebroadcasting of any program without the consent of the originating station.

He also stated that it is not always practicable to get the written consent of all performers, as in audience participation shows, remote pickups of sporting events in which bands and cheer leaders may be heard, transatlantic broadcasts to this country, and the like. His main contention, however, was that the rights of the broadcasters should be clearly recognized by any legislation of this nature.

In conversations following the hearing, representatives of the musicians and performers are said to have shown little willingness to recognize that the broadcasters have any property rights in the performances they broadcast or that the recording companies have any property rights in the performances they record. They are said to have maintained that all performance rights are vested in the performers. This attitude lends credence to a belief in broadcasting circles that the real purpose of the Perry Bill is to enable performers to cite a law of New York State as evidence that they have sole performance rights in recordings. If this contention should be upheld, it is said that the musicians, for example, could then prohibit the use of musical phonograph records on any station which refused to comply with AFM employment demands and so force all stations to hire as many AFM members as the union desires, regardless of need.

SUIT AGAINST RCA SEEKS ACCOUNTING

A STOCKHOLDER'S suit involving over $270,000,000 was filed Feb. 19 in New York Federal Court by J. Webster Manning, holder of 1,000 shares of RCA common stock, against RCA, Westinghouse E. & M. Co., General Electric Co. and 24 officers and directors of the three companies. In his complaint, Mr. Manning made two principal allegations.

The first cause of action is the charge that from 1919, when RCA was incorporated, until 1936, G-E and Westinghouse controlled RCA voting stock and policies. The plaintiff seeks an accounting of 6,500,000 shares of RCA common stock allegedly given to G-E and Westinghouse in return for certain rights to the use of patents and inventions owned by RCA. These agreements were illegal, it is claimed, as the Government was investigating the radio industry and the assets and rights turned over to RCA were worthless, and although these rights were subsequently relinquished, stock was not returned.

The second cause of action involves RCA's loan of $11,600,000 to Radio-Keith-Orpheum on a 6% debenture issue in 1931, although RCA directors knew at that time that RKO was about to go into bankruptcy. The complaint states the directors were negligent, and that their acts constituted wasteful management and fraud.

In 1939, a group of RCA stockholders filed suits in New York Supreme Court, which are due for trial this spring, in which waste of $500,000,000 is claimed and allegations similar to those of Mr. Manning's are made. It is probable the suits will be treated similarly by RCA, but no statement from that company is forthcoming at present.

Cotton Week Plans

RADIO programs sponsored by non-grocery chain store companies served by the Institute of Distribution will be used the week preceding and during Cotton Week, May 17-25, to help the Cotton Consumption Council's nationwide 1940 "Use More Cotton" campaign. Spot announcements promoting the campaign will be broadcast on programs sponsored by such companies as Adam Hat Stores, Melville Shoe Co., or Goodyear Tire & Rubber Co.

Henry's Fiddle

BECAUSE Henry Ford admired his playing, Henry Siegl, first violinist of WJR's studio band and the Ford Symphony Orchestra, is playing a $40,000 Guarnerius from the Greenfield Village collection of rare instruments. The fiddle, fabricated in Cremona in 1741, has been loaned to Siegl for an indefinite period.

SIDNEY M. STROTZ, vice-president of NBC, Chicago, takes over the gavel from his predecessor upon installation as president of St. John's Military Academy Club in Chicago. Harry Dellenback (r), retiring president, presented the gavel at an installation banquet held in the Merchandise Mart.

Sale of 100,000 Shares Of CBS Stock by Paley Submitted to the SEC

A REGISTRATION statement covering the proposed sale of 100,000 shares of CBS stock was filed Feb. 25 by the network with the Securities & Exchange Commission in Washington. Sale does not represent additional financing for the network, but is a sale by William S. Paley, CBS president and largest individual shareholder, to diversify a part of his holdings. Mr. Paley currently owns 448,636 shares, or about 26% of all CBS stock outstanding. Following the sale he will continue to hold 348,636 shares, or about 20% of the stock.

Statement reveals that at a recent board meeting Mr. Paley, who has been active head of CBS since a year following its inception in 1927, has been given a new contract to continue as CBS president for a period of five years, commencing Jan. 1, 1941. Statement also shows that in 1939 net income of CBS totaled $5,001,529, or $2.93 per share, as against a 1938 net of $3,541,741, or $2.07 per share.

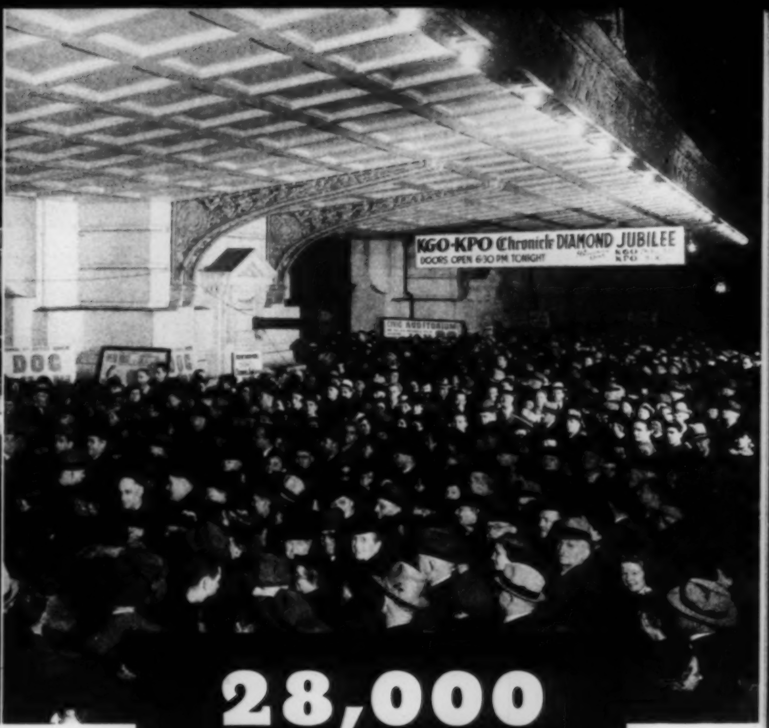
Offered to the Public

Stock proposed to be sold consists of 20,000 shares of Class A stock and 80,000 shares of Class B stock. There are outstanding 950,799 shares of Class A stock and 758,924 shares of Class B stock, with all rights the same except in electing directors. Holders of Class A stock, voting separately, have the right to vote cumulatively for the election of half of the total number of directors, and holders of Class B stock, voting separately, have the right to vote by a majority of a quorum of Class B stock for the election of the other half of the directors.

Stock, listed on the New York Stock Exchange, will be offered to the public by a banking group consisting of Harriman Ripley & Co., Lehman Bros., Glore, Forgan & Co., and W. E. Hutton & Co. Price was not announced but is expected to be at the market (24½ for each stock on Feb. 23). Dividends on both classes of stock in 1939 amounted to $1.50 per share and a dividend of 45 cents per share has been declared for the first quarter of 1940.

KGO-KPO Chronicle JUBILEE

12,000
IN HERE



28,000
OUT HERE

...all waiting to see a radio show of purely local talent!

NO GALAXY of imported network radio and screen stars lured the crowds above to San Francisco's Civic Auditorium Friday, January 26. The attraction: resident artists exclusively from KGO and KPO. The occasion: Diamond Jubilee broadcast of the San Francisco Chronicle, co-sponsored by that newspaper and San Francisco's two NBC stations. The turnout: record-shattering.

Despite discontinuance of invitational announcements 10 days before the event, and the release of tickets only upon written request, the SRO sign had to be hung out while 28,000 were still clamoring for admission. Two repeat performances were staged February 28 to accommodate the overflow.

The show was overwhelmingly successful, definitely established two things for the radio-wise:

1. San Franciscans listen to KGO & KPO — are enthusiastic over their entertainers.

2. KGO & KPO are ready with audience-assured talent to do a real selling job for *you* in this prosperous World's Fair market.

KGO & KPO
SAN FRANCISCO
7,500 WATTS • 790 KC.—50,000 WATTS • 680 KC.

Represented Nationally by NBC SPOT Sales Offices

NEW YORK
CHICAGO
SAN FRANCISCO
BOSTON
CLEVELAND
DETROIT
HOLLYWOOD
PITTSBURGH

PLANTERS NUT & CHOCOLATE Co., San Francisco (peanuts and peanut oil), new to West Coast radio, through Raymond R. Morgan Co., Hollywood, on Feb. 25 started a weekly half-hour new type of quiz program, *What's on Your Mind?* on KNX, Hollywood. Providing an outlet for suppressed ideas, the weekly program, conducted by Gary Breckner, invites listeners to submit pet theories and problems. Eight are selected and presented weekly.

Series is equipped with a merchandising "hook" designed to stimulate enthusiasm of both consumer and dealer. With evidence of purchase attached, listeners are invited to submit 10-word "telegraphically-phrased" reasons why they like Planters peanuts. Winner attaching an empty five-cent Planters peanut bag to the message receives $5.

If metal strip from the 25c vacuum pack can of peanuts is attached, $10 is the award. Entry composed of words taken from the label of a Planters peanut oil jar is given $15. Prizes are distributed by Western Union at start of the program with roar of motorcycles broadcast as messengers leave KNX.

As an inducement to dealers, Western Union messengers secure the store name from where contestant made purchase. Upon checking up, if the messenger finds the store contains a prominent display of Planters products, the dealer is also presented with an equal cash award as that given the contestant.

Besides counter cards in all stores selling Planters products, 34 Western Union offices in the Los Angeles metropolitan area feature elaborate window displays as additional promotion for the program. Series is produced and announced by Samuel Pierce, program director of Raymond R. Morgan Co.

* * *

Merchandising & Promotion

Minds and Nuts—Discs and Theatres—For the Druggists—Genuine Bean—Equally Genuine Penny

Camera Tricks

AS STATION promotion, KMTR, Hollywood, broadcasts a weekly half-hour *Camera Clinic*, which has a membership of more than 2,000 amateur photographers. Prior to the broadcast, members hold meetings during which lectures are given and photographic problems discussed. Program is conducted by Lyman Smith who also arranges weekly free expeditions for the members to various parts of Southern California. *Camera Clinic* members hold a monthly art exhibit at the KMTR studios.

* * *

Junior Fun

WITH admission set at an empty paper milk container and a nickel, a local cooperative dairy association has started a four-hour Saturday morning participating kids show, an outgrowth of the *Junior Circle of Fun* Saturday afternoon feature heard for several years on KDYL, Salt Lake City. Entertainment consists of a spelling bee with cash prizes and movies—two cartoons, two features and a serial.

* * *

To Find WCKY

TO AID account executives in quickly finding the advance program schedules of WCKY, Cincinnati, among the sheafs of such papers on their desks, WCKY has added an attention-compelling cover page to its schedule. The cover is printed in dark blue on a light blue background and carries a picture of a WCKY vertical antenna.

Cleveland Awards

TWO new merchandising plans have been started by sponsors on WHK, Cleveland. Jacob Laub Baking Co., sponsoring Eleanor Hanson's daily morning show, gives away $6 in daily prizes for "Discoveries" by home-makers that enable them to do household chores more easily. Entries accompanied by bread wrappers may win $2, those without a wrapper $1. Winners are invited to the studio to ralate their particular "Discoveries". Brownlee Chevrolet Inc., sponsors of Wayne & Dick, *The Musical Brownies*, are offering 1,000 free grease jobs in one month to autoists writing in promptly. Work and grease is all gratis, with no strings attached, and the firm has hired an additional grease-monkey to work on listeners' cars.

* * *

Anniston Chicks

WHMA, Anniston, Ala., raising 25 baby chicks for Purina Mills in a special brooder provided by the feed company, is getting some good publicity on the stunt through its tie-up with the *Anniston Star* and weekly newspapers in the station's service area. Reports of the chicks' progress are made twice-weekly on special broadcasts, during which a microphone is placed by the brooder while the report is being read. The brooder, placed in the WHMA lobby, has attracted considerable attention from station visitors.

* * *

Druggists Week

THROUGH proclamation of Cincinnati's Mayor Stewart, the Feb. 18-25 period was declared Neighborhood Druggists Week in the city, under auspices of the Ohio Valley Druggists Assn. in cooperation with WKRC, Cincinnati. During the week the association and WKRC set up a large display of old and modern pharmaceutical equipment, filling three windows of the Fifth Third Union Trust Co., while the station also distributed posters to 300 local neighborhood drug stores.

BEST-DRESSED announcer at KRNT, Des Moines, is this model (wax) newscaster in the window of the local Bond clothing store. An AP teletype was included in the display along with a photo of Glen Law, KRNT news editor and announcer of the Bond program. The teletype was kept in operation, and the display was a good crowd-puller, says Ralph Jarnagin, store manager.

Fu and Film

COOPERATIVE radio-promotion of *Fu Manchu*, involving about 50 stations and sponsors and 5,000 theatres throughout the country, has been arranged between Radio Attractions, New York, for its current program series *The Shadow of Fu Manchu* and Republic Pictures for its March serial release, "Drums of Fu Manchu." Theatres will contribute screen trailers, lobby displays and advertisements calling attention to the local broadcasts of the program. Sponsors of the program will reciprocate with spot announcements of the picture's release dates, while both production organizations are supplying theatres and stations with promotion material for the joint campaign.

Four new sponsors of the program have recently been announced by Radio Attractions, as follows: Dodge Dealers Assn., Baltimore, on WFBR; Spear & Co., Pittsburgh (department store), on KDKA, through Walker & Downing, Pittsburgh; Canton Provision Co., Canton, O. (Pioneer meats), on WHBC, and Noss Pretzel & Cone Co., Cleveland, on WHK, through Lang, Fisher & Kirk, Cleveland.

* * *

KTAR Shows Film

PLUGGING radio as an industry, the promotion department of KTAR, Phoenix, Ariz., has exhibited the sound movie, "Looking at Radio on Sound Film", to more than 20 service and educational organizations in central Arizona in the last month. J. Howard Pyle, director, who makes introductory and closing remarks at each showing, estimated that 3,000 persons have seen the feature. KVOA. Tucson, has a similar program slated for March.

* * *

From Soybean Hdqrs.

GENUINE soybean pod attached by red scotch tape accents the latest printed promotional letter produced by WSOY (formerly WJBL), Decatur, Ill. The promotional message brings out the expanding place of the soybean plant in the national economy and the "world's new soybean center, Central Illinois", covered by the station.

* * *

Mrs. Baird's Bread

CALLING attention to the new weekly half-hour *Songs You Love* series sponsored by Mrs. Baird's Bakeries on KGKO, Fort Worth, and Lone Star Chain stations, 270,000 of the sponsor's bread wrappers have been distributed in Fort Worth, Dallas and Houston. Tracy-Locke-Dawson, Dallas, handles the account.

* * *

Streitmann's Samples

ALL PERSONS interviewed by Warde Adams on his *Streitmann's Street Man* program, heard thrice-weekly on WRVA, Richmond, Va., receive a letter entitling them to a package of the sponsor's product from their neighborhood grocer. Streitmann Baking Co. is the sponsor.

Film-Radio Tieup

WM. WRIGLEY Jr. Co., Chicago (chewing gum), sponsoring the weekly half-hour CBS *Melody Ranch* with Gene Autry, as exploitation for the program, is cooperating with Republic Pictures Corp., in advertising the film, *Rancho Grande*, which features the singing cowboy. The gum concern is putting out 100,000 three-color posters which plugs the picture and also ties in with the radio program. In addition, musical numbers from the picture will be sung by Autry on his weekly program.

* * *

Last But Not Least

"WHEN you figure it down to the last cent (actual, and very shiny, too)," says WKBN, Youngstown, etc. The last cent was pasted (securely) to a card on which was printed the sales message. W. R. Link, local sales manager, directed the promotion stunt. Since the penny was of the Lincoln type, distribution of the cards was started on Lincoln's Birthday.

BROCHURES

CKAC, Montreal — Cartoon booklet promoting station personalities and programs, with captions in both English and French.

NBC—Two-color promotion booklet, "Four of a Kind", with an orchid motif chronicling the popularity of NBC programs.

WLW, Cincinnati—Reprint in brochure-folder form of BROADCASTING *1940 Yearbook Number* advertising insert.

WOAI, San Antonio—Die-cut folder of heavy paperboard promoting NBC program popularity as reflected in listener polls.

WEDC, Chicago—Brochure presenting data on rates, coverage, programs and listener surveys.

NBC—File folder, "Blue Review of 1939 Pacific Coast Edition," listing 19 sponsors now using the Pacific Blue, which NBC suggests be kept for filing future Blue Network promotion.

KOMA, Oklahoma City—Folder listing morning, afternoon and evening programs on the station during the spring season.

WNAX, Yankton, S. D.—Second edition of planographed picture brochure promoting farm service of the station, with program schedules.

KMMJ, Grand Island, Neb.—Four-page file-size news folder with success stories, programs, etc. *The Reporter*, as it is titled, is expected to be a weekly release.

WCCO, Minneapolis—Broadside pictorial folder covering the second annual Johnson Night festival conducted as a station promotion by Rollie Johnson, WCCO sportscaster.

KTOK, Oklahoma City—New monthly program promotion, "Air Raves", and a red-white folder, titled "Designed for Listening", containing market and station information.

WJZ, New York-Blue-and-white folder, illustrated by Dr. Seuss, titled "Everything's East at 7 a. m.," promoting Ed East's *Breakfast in Bedlam*.

MINNESOTA RADIO NETWORK—Series of regularly published brochures, "Buy Lines", promoting new shows on the network, along with markets and facilities of member stations. Produced by sales promotion division of KSTP, St. Paul.

CBS PACIFIC NETWORK—Fine-paper tint block brochure promoting CPN "Coverage where coverage counts".

So The Advertiser May Know WHICH Station Is

FIRST in DENVER

in Everything!

*AUDIENCE • POWER • SHOWMANSHIP

ADVERTISING • PROGRAMS • SALES RESULTS

in* AUDIENCE...

Vast audiences throughout the nation follow with keen interest the great NBC Red Network programs which lead America in popularity polls. On KOA these same most popular programs in America also assure you of audience superiority.

To make doubly sure, 8,000,000 yearly screen impressions in Denver's 12 leading movie theatres constantly remind 160,000 weekly theater fans in Denver of KOA's splendid programs. In addition, from time to time KOA trailers likewise are run in 97 Fox Intermountain Theaters throughout Colorado and portions of Wyoming, Kansas, Nebraska, New Mexico, and Utah.

Thus, in addition to all other values, you find the West's greatest listening audience on this 50,000 watt station.

NATIONAL BROADCASTING COMPANY

A Radio Corporation of America Service

WORLD'S GREATEST BROADCASTING SYSTEM

BOSTON-SPRINGFIELD
WBZ & WBZA (990 KC)
CHICAGO—WENR & WMAQ
CLEVELAND—WTAM

DENVER—KOA
NEW YORK—WEAF & WJZ
PHILADELPHIA—KYW

PITTSBURGH—KDKA
SAN FRANCISCO—KGO & KPO
SCHENECTADY—WGY
WASHINGTON, D. C.—WMAL & WRC

KOA

50,000 WATTS • DENVER

Fight Looms Over Louisville Petition

ANOTHER free-for-all in Louisville was foreshadowed Feb. 19 with the filing of an application for a new regional station in that city by Mid-American Broadcasting Corp. A number of prominent Louisville businessmen, including the principal owners of Frankfort Distilleries, are identified with the applicant.

Seeking assignment on the 1040 kc. channel (and on 1080 kc. when the Havana Treaty becomes effective) with 5,000 watts day and 1,000 watts night, the application lists nine Louisville residents as stockholders. Control apparently would not repose in any single individual. Largest blocks of stock would be held by Lawrence Jones, industrialist described as an important stockholder in Frankfort Distilleries, and Emanuel Levi, former business manager of the *Louisville Courier-Journal* and former publisher of the *Chicago Herald-Examiner*. Each would hold 20 shares of preferred stock and 16 shares of common stock. James F. Brownlee, of Frankfort Distilleries; Milton S. Trost, director of Kaufman-Straus Co., department store; Edward L. Altsheler Jr., president of the Shorts Tire Co.; L. T. Smyser, realtor; Henry Fitzhugh Jr.; Mary Peabody Fitzhugh, and Willard Johnson would be the other stockholders.

Indications of a fight were seen when WGRC, New Albany, across the river from Louisville, announced through its president, S. A. Cisler Jr., Feb. 27 that it is filing for the identical facilities, except it is seeking 5,000 watts day and night on the 1040 kc. Withdrawal of the WGRC appeal from the FCC decision granting the Kentucky Broadcasting Co. a construction permit for a new local in Louisville also was announced by Mr. Cisler. The proposed new station, WINN, is embroiled in litigation before the FCC involving revocation growing out of financial responsibility. D. E. (Plug) Kendrick, vice-president and general manager of KITE, Kansas City, is the principal stockholder. In addition to WGRC, it has been strongly indicated that WHAS and WAVE, pioneer Louisville stations, will combat the new application.

Hot Springs Dismissal

DISMISSAL of the appeal of C. E. Palmer, application for a new station in Hot Springs, Ark., from the FCC decision granting the application of Clyde E. Wilson and Howard A. Shuman, for a construction permit for a station in the same city, was ordered Feb. 16 by the U. S. Court of Appeals for the District of Columbia. Action was taken on the motion of the FCC as well as of Wilson and Shuman, who intervened. The Wilson and Shuman application, for a local station on 1310 kc., unlimited time, was granted last July. Palmer had applied for the same facilities.

DON LEROY, manufacturing chemist of Seattle, has applied to the FCC for a new 1,000-watt station on 900 kc. in Ketchikan, Alaska, asking for the facilities of KGBU there.

A BANQUET marked the recent affiliation of WSAY, Rochester, with Mutual network. At the speaker's table was Fred Weber (standing), MBS general manager, who lauded the station's service and enterprise. Shown here are (l to r) Winston Thornburg, WSAY sales manager; Mr. Weber; Morton Nussbaum, WSAY commercial manager; Gordon P. Brown, WSAY general manager. Affair was held at Hotel Rochester.

GRAND JURY CHARGE IS AIRED

Court Holds Broadcast Beneficial to Public By Bringing Proceedings Into the Open

JURIDICAL interpretation of the right of stations to broadcast court proceedings was advanced early in January by Judge Edward B. Ashurst, of the 13th Oregon Judicial District, in permitting KFJI, Klamath Falls, to broadcast his instructions to the grand jury during a proceeding of particular interest to the community. Responding to a request by the station, Judge Ashurst harked back to the principle of open trial and open justice established under the terms of the Magna Charta.

"When this provision was written into the Magna Charta, the foundation was laid for the perpetuation of that conception of Anglo-Saxon liberty, a principle cherished wherever the English language is spoken," commented Judge Ashurst. "Those who laid the foundations of our Oregon Government, and who wrote, ordained and established its constitution were not only well versed in history, but were well versed in the science of government as well; and in writing our Constitution adopted the most famous provision of the Magna Charta. Thus our Constitution contains a provision which reads, 'No court shall be secret, but justice shall be administered openly and without purchase, completely and without delay.'

"As the radio has taken its place as one of the world's greatest, most important and most practical means of transmitting news, information and intelligence, so has it also taken its place as one of the most important, if not the most practical mediums of bringing the American people in closer relationship with and to their courts of justice and affairs of State. It is my firm conviction, predicated upon years of public life and service, that it is only when the acts of public officials are transacted in the light of day that the public is best and most properly served."

Portable Nuisance

PORTABLE radios are the newest menace facing engineers during remote broadcasts, according to KDYL, Salt Lake City. The station has reported that on-the-scene listeners taking their pick-me-up sets to remote broadcasts have caused no end of grief by tuning in KDYL and creating feedback. After a recent theatre broadcast, during which four microphones were used, was all but broken up by one of the portable fans, staff engineers started enlisting theatre ushers in seeking out portable radios before commencing the broadcast.

Would Buy WWAE

WWAE, Hammond, Ind., fulltime 100-watt outlet on 1200 kc., will be sold to O. E. Richardson and Dr. Fred L. Adair, equal partners, if authorization sought from the FCC is forthcoming. Mr. Richardson, veteran district manager for Graybar who several years ago became 32% stockholder in the Hammond-Calumet Broadcasting Corp., licensee of WWAE and WHIP, also in Hammond, and Dr. Adair propose to buy the station outright from the corporation in which George F. Courrier is 50% stockholder and Doris Keene 17%.

Mr. Richardson

Ask Northwest Outlet

AN APPLICATION for a new station at Ellensburg, Wash., to operate on 1110 kc. with 1,000 watts unlimited time, has been filed with the FCC by Symons Broadcasting Co., licensee of KFPY, Spokane. T. W. Symons Jr., chief owner of KFPY and KXL, Portland, Ore., is listed as president and treasurer with 66% of stock. A. L. Bright, vice-president and secretary, holds 33%, while E. B. Craney, director and half-owner of KGIR, Butte, is listed as a director.

Paramount Exploiting Movie Talent by Radio

CAPITALIZING on the radio popularity of many of the Paramount Pictures stars, the motion picture company has arranged for special promotion on leading radio programs prior to the release of ten of its most important pictures this spring. The radio promotion started in February on NBC *Good News of 1940*, sponsored by General Foods Corp., when Ronald Colman and Ida Lupino presented scenes from "The Light That Failed", a current Paramount picture. On the CBS *Lux Radio Theatre* program Feb. 12, Charles Laughton and Elsa Lanchester played scenes from "Sidewalks of London", and on Feb. 15 Jackie Cooper and Betty Fields appeared on the *Vox Pop* program, sponsored by Penn Tobacco Co. on CBS, promoting "Seventeen".

On Feb. 22 Bing Crosby will start radio introductions of songs from "Road to Singapore", and will promote the same picture on the *Kraft Music Hall* program on NBC March 15, and on the *Bob Hope* program, sponsored by Pepsodent Co. on NBC, March 19. Arrangements are being completed by Robert Gillham, Paramount's advertising and publicity director, for broadcasts in connection with seven other productions.

Bakery Discs

ROMAN MEAL Co., Tacoma, Wash. (bread), through Barton A. Stebbins Adv., Los Angeles, in its Hollywood stars campaign, is issuing a series of 20 one-minute transcribed announcements monthly to 56 bakeries nationally for direct placement on approximately 150 stations. Announcements feature Don Wilson, announcer of the NBC *Jack Benny Show*, and Ken Carpenter, announcer on the NBC *Kraft Music Hall*.

Record Seeks WHAT

NEGOTIATIONS looking toward sale of WHAT, Philadelphia local, by Bonwit-Teller & Co., department store, to the *Philadelphia Record*, published by J. David Stern, were reported in progress Feb. 26. The station was acquired by Bonwit-Teller from the *Philadelphia Public Ledger* about a year ago for approximately $10,000. Samuel R. Rosenbaum, president of WFIL, is understood to be handling the transaction for Bonwit-Teller.

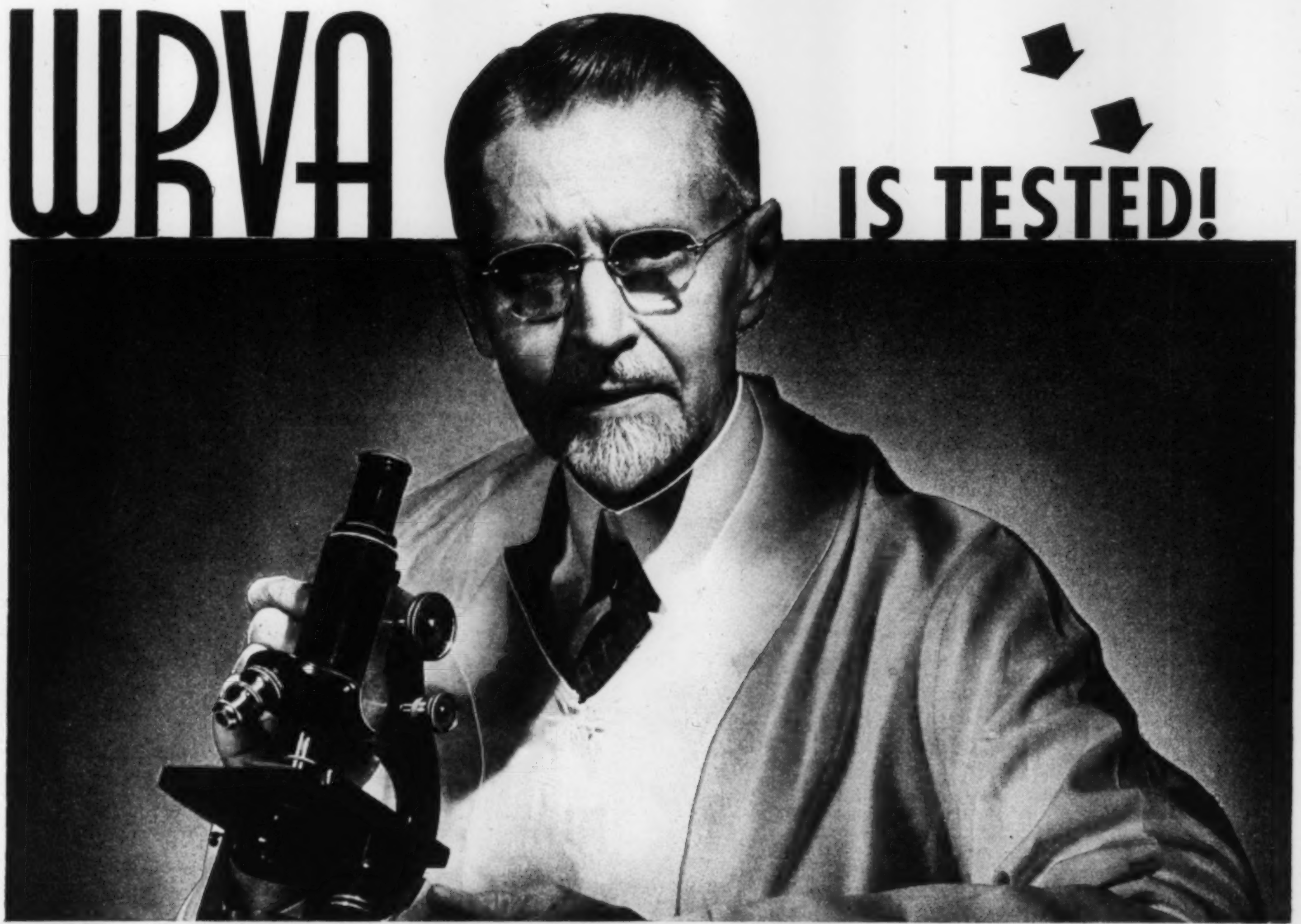
Paramount Contract

PARAMOUNT PICTURES, New York, on March 11 starts thrice-weekly spots on the *Make Believe Ballroom* program on WNEW, New York, on a 52-week basis to promote its current picture releases in New York City. Buchanan & Co., New York, is in charge.

Ted Taylor in Applicant Group

O. L. (Ted) TAYLOR, general manager of KGNC, Amarillo, Tex., is 50% stockholder in Harbenito Broadcasting Co., Cameron County, Tex., applying to the FCC for a new 250-watt station on 1370 kc. in that community. He is secretary of the company, with McHenry Tichenor and Genevieve Tichenor, each 25% stockholder, as president and vice-president, respectively. The Tichenors are both from Harlingen, Tex. Mr. Taylor is also stockholder and general supervisor of the licensee corporations operating KRGV, Weslaco; KTSA, San Antonio; KFYO, Lubbock.

WRVA IS TESTED!



AND PROVEN BY SUCCESSFUL ADVERTISERS

Nothing succeeds like success. The future success of radio station WRVA —like a man—may be judged by past performance. Here we present the audience-power of WRVA—by the people who know it best. The names of these advertisers who have selected Virginia's only 50,000 watt radio station (located near Richmond) will be furnished on request.

C. T. LUCY, *General Manager*

11 advertisers on WRVA for over 10 years!
1 advertiser on WRVA for 9 years!
2 advertisers on WRVA for 8½ years!
1 advertiser on WRVA for 7½ years!
1 advertiser on WRVA for 6 years!
4 advertisers on WRVA for 4½ years!
2 advertisers on WRVA for 4 years!
5 advertisers on WRVA for 3 years!

PAUL H. RAYMER CO.
National Representative
NEW YORK CHICAGO
DETROIT SAN FRANCISCO

COLUMBIA AND MUTUAL NETWORKS

CBS WRVA
WRVA 50,000 WATTS
MBS WRVA

"VIRGINIA'S PREMIER RADIO STATION"

LOOKING FOR THAT ELUSIVE RA

Let's Re-Vue The Old And Pre-Vu

PERHAPS you have not made full use of one of World's most useful services to advertising men. The opportunity to hear and study audition samples is available at World. Many agency men begin their plans for new radio programs by coming to World to study trends—to see what's new in the market place.

For this is Transcription Headquarters. Hundreds of ideas gravitate to World and we record the good ones for private audition.

What are you looking for? 30-minute musical programs, 15-minute script shows, 5-minute dramatizations, 1-minute announcements? A complete variety of shows awaits your audition in our studios. You may not find a ready-made program to suit, but you'll find dozens of patterns upon which to build, and that is the important thing.

Having hit upon your idea, by using World transcription facilities, you may make free use of our wealth of market data in planning your radio coverage. And you'll have extra satis-

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WORLD BROADCA

STUDIOS AT NEW YORK, CHICAGO, HOLLYWOOD • BR

RADIO IDEA?

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faction in the use of World vertical-cut Wide Range transcriptions, knowing they are the 9-to-1 preference of leading stations.

Your program—on the most lifelike recordings science has been able to achieve and broadcast to *your* choice of markets—will serve you with an efficiency and economy unmatched in radio advertising.

A ten-year record of service to the most prominent names in advertising constitutes World's strongest endorsement.

— ADVERTISERS' BLUE BOOK —

These stations enjoy exclusive local rights to the World Library — greatest repertory of music ever recorded for radio — and their audiences enjoy vastly superior reception because these stations have installed the most sensitive and costly equipment designed especially for broadcasting World recordings. Advertisers planning spot campaigns will do well to consider the influence and popularity of World Program Service stations.

ALABAMA	
WHMA	*Anniston*
WMOB	*Mobile*
WMSL	*Decatur*
WJRD	*Tuscaloosa*
ARIZONA	
KOY	*Phoenix*
ARKANSAS	
KELD	*El Dorado*
KARK	*Little Rock*
KUOA	*Siloam Springs*
CALIFORNIA	
KPMC	*Bakersfield*
KIEM	*Eureka*
KGER	*Long Beach*
KHJ	*Los Angeles*
KLX	*Oakland*
KGB	*San Diego*
KFRC	*San Francisco*
KDB	*Santa Barbara*
KSRO	*Santa Rosa*
KGDM	*Stockton*
KHUB	*Watsonville*
COLORADO	
KFEL	*Denver*
KFXJ	*Grand Junction*
KGHF	*Pueblo*
CONNECTICUT	
WTIC	*Hartford*
WELI	*New Haven*
DIST. OF COLUMBIA	
WJSV	*Washington*
FLORIDA	
WRUF	*Gainesville*
WQAM	*Miami*
WDBO	*Orlando*
WTSP	*St. Petersburg*
WSPB	*Sarasota*
WJNO	*West Palm Beach*
WDLP	*Panama City*
GEORGIA	
WGPC	*Albany*
WATL	*Atlanta*
WRDW	*Augusta*
WRBL	*Columbus*
WMAZ	*Macon*
WTOC	*Savannah*
WAYX	*Waycross*
IDAHO	
KIDO	*Boise*
KRLC	*Lewiston*
ILLINOIS	
WGN	*Chicago*
WDAN	*Danville*
WSOY	*Decatur*
WTAD	*Quincy*
WCBS	*Springfield*
INDIANA	
WTRC	*Elkhart*
WGBF-WEOA	*Evansville*
WIRE	*Indianapolis*
WLBC	*Muncie*
IOWA	
WMT	*Cedar Rapids*
WOC	*Davenport*
KMA	*Shenandoah*
KANSAS	
KFBI	*Abilene*
KENTUCKY	
WHOP	*Hopkinsville*
WLAP	*Lexington*
WPAD	*Paducah*
LOUISIANA	
WJBO	*Baton Rouge*
KWKH	*Shreveport*
MAINE	
WLBZ	*Bangor*
MARYLAND	
WBAL	*Baltimore*
WTBO	*Cumberland*
WFMD	*Frederick*
MASSACHUSETTS	
WCOP	*Boston*
WEEI	*Boston*
WTAG	*Worcester*
WHAI	*Greenfield*
MICHIGAN	
WHDF	*Calumet*
WJR	*Detroit*
WDMJ	*Marquette*
MINNESOTA	
KATE	*Albert Lea*
KVOX	*Moorhead*
KROC	*Rochester*
KSTP	*St. Paul-Minneapolis*
MISSISSIPPI	
WFOR	*Hattiesburg*
WAML	*Laurel*
WSKB	*McComb*
WQBC	*Vicksburg*
MISSOURI	
KWOS	*Jefferson City*
KMBC	*Kansas City*
KWOC	*Poplar Bluff*
KWK	*St. Louis*
MONTANA	
KGCX	*Wolf Point*
NEBRASKA	
KFAB-KFOR	*Lincoln*
KOIL	*Omaha*
NEVADA	
KOH	*Reno*
NEW MEXICO	
KGGM	*Albuquerque*
KICA	*Clovis*
KVSF	*Santa Fe*
NEW YORK	
WGR-WKBW	*Buffalo*
WESG	*Elmira*
WKNY	*Kingston*
WOR	*New York City (Newark)*
WINS	*New York City*
WQXR	*New York City*
WHAM	*Rochester*
WFBL	*Syracuse*
WFAS	*White Plains*
NORTH CAROLINA	
WCNC	*Elizabeth City*
WBIG	*Greensboro*
WEED	*Rocky Mount*
WSTP	*Salisbury*
WAIR	*Winston Salem*
NORTH DAKOTA	
KDLR	*Devils Lake*
KRMC	*Jamestown*
KLPM	*Minot*
OHIO	
WJW	*Akron*
WHBC	*Canton*
WGAR	*Cleveland*
WBNS	*Columbus*
WSAI	*Cincinnati*
WKBN	*Youngstown*
OKLAHOMA	
KCRC	*Enid*
KBIX	*Muskogee*
KOMA	*Oklahoma City*
KVOO	*Tulsa*
OREGON	
KUIN	*Grants Pass*
KFJI	*Klamath Falls*
KOIN	*Portland*
PENNSYLVANIA	
WCBA-WSAN	*Allentown*
WFBG	*Altoona*
WLEU	*Erie*
WKBO	*Harrisburg*
WCAU	*Philadelphia*
WIP	*Philadelphia*
WCAE	*Pittsburgh*
WRAK	*Williamsport*
RHODE ISLAND	
WJAR	*Providence*
SOUTH CAROLINA	
WAIM	*Anderson*
WCSC	*Charleston*
TENNESSEE	
WOPI	*Bristol*
WDOD	*Chattanooga*
WREC	*Memphis*
WLAC	*Nashville*
WTJS	*Jackson*
TEXAS	
KGNC	*Amarillo*
KRIC	*Beaumont*
KGKO	*Dallas-Ft. Worth*
WBAP	*Dallas-Ft. Worth*
KTRH	*Houston*
KRLH	*Midland*
KPDN	*Pampa*
KPAC	*Port Arthur*
KTSA	*San Antonio*
UTAH	
KEUB	*Price*
KDYL	*Salt Lake City*
VIRGINIA	
WSVA	*Harrisonburg*
WRVA	*Richmond*
WDBJ	*Roanoke*
WASHINGTON	
KXRO	*Aberdeen*
KIRO	*Seattle*
KUJ	*Walla Walla*
KPQ	*Wenatchee*
WEST VIRGINIA	
WHIS	*Bluefield*
WCHS	*Charleston*
WBLK	*Clarksburg*
WPAR	*Parkersburg*
WISCONSIN	
WEAU	*Eau Claire*
WHBY-WTAQ	*Green Bay*
WKBH	*La Crosse*
WIBA	*Madison*
WISN	*Milwaukee*
WSAU	*Wausau*
HAWAII	
KHBC	*Hilo*
KGMB	*Honolulu*
CANADA	
ALBERTA	
CFAC	*Calgary*
CJCA	*Edmonton*
BRITISH COLUMBIA	
CKWX	*Vancouver*
MANITOBA	
CFAR	*Flin Flon*
CJRC	*Winnipeg*
NEW BRUNSWICK	
CKCW	*Moncton*
CHSJ	*Saint John*
ONTARIO	
CKPC	*Brantford*
CKOC	*Hamilton*
CKCA	*Kenora*
CBO	*Ottawa*
CKSO	*Sudbury*
CKCL	*Toronto*
CKLW	*Windsor*
CFOS	*Owen Sound*
QUEBEC	
CKAC	*Montreal*
CKCV	*Quebec*
CHLN	*Three Rivers*
SASKATCHEWAN	
CKBI	*Prince Albert*
CJRM	*Regina*
CJGX	*Yorkton*
FOREIGN	
AUSTRALIA	
5 DN	*Adelaide*
4 BC	*Brisbane*
3 KZ	*Melbourne*
2 GB	*Sydney*
NEW ZEALAND	
1 ZB	*Auckland*
2 ZB	*Wellington*
3 ZB	*Christchurch*
4 ZB	*Dunedin*
MEXICO	
XEW	*Mexico City*
SOUTH AFRICA	
South African Broadcasting Corp.	*Cape Town* *Durban* *Grahamstown* *Johannesburg*
VENEZUELA	
YV5RA-YV5RC	*Caracas*

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• BRANCHES AT SAN FRANCISCO AND WASHINGTON

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OUR PLATFORM

Keep American radio free as the press.
Maintain a system of free, competitive broadcasting, rendering public service without undue restraint.
Build programs to provide the greatest good for the greatest number.
Avoid political partisanship on the air.
Install radios in every home, classroom, office, automobile, passenger train and airplane.
Keep pace with technical developments and foster their commercial applications.

Daytime Paradox

THE PARADOX of the daytime serial is stumping radio's best program minds. Criticism of sob-sister serials, first bandied about within the industry, now is arousing outside agitation. "Not Listening" clubs are being organized by women here and there. A survey of daytime listening habits among women is being undertaken. Yet the program ratings of the serials continue to hold their levels and non-serials tried in opposition apparently have not clicked on anything approaching a convincing basis.

It is foolish to charge the broadcaster with attempting to foist on the public programs he thinks they should have. The public is the censor. If people do not listen, the broadcaster (and his client) soon realize it. There is an inevitable change.

It is generally recognized that the daytime serial is overdone. Moreover, because of the preponderance of such presentations, the quality of production has begun to slip in some instances at least. The fact that criticism has begun to spread certainly is indicative of something askew. And if the audience barometer begins to fall, it won't be long before the shift to other types of programming gets under way.

It is probably true that the present outside criticism emanates from a segment of the audience which is substantially above average. Club women are not average listeners. They reflect the "cultural" element. And they also do not constitute the housewife audience which actually buys the soap-flakes and the frying fats. National advertisers like Procter & Gamble and Lever Bros. are not spending their advertising money foolishly. By virtue of their own daytime surveys, they know full well whether their programs are popular and pull.

Despite this, broadcasters are agreed that an overdose of daytime serials constitutes bad programming. The movement is already underway toward a better program balance. The trend, however, has been almost too gradual.

Many stations are experimenting with diversified types of daytime programs. As in the past, we invite stations and agencies building programs which successfully compete with these daytime serials to tell us, so we can tell other advertisers, agencies and broadcasters about them. It all makes for a happier audience, satisfied clients, and better radio.

In Self Defense

UNREST in the broadcasting industry over capers of the FCC has about reached an all-time high. It springs from the indicated machinations of what is regarded as a new "crack-down" majority on the Commission, which evidently seeks to interpret the Communications Act as giving it absolute and unrestricted power over practically all phases of station operation.

There is talk of a reallocation under the Havana Treaty later this year which would involve wholesale revamping of assignments, instead of the expected moderate realignment contemplated under the treaty itself. There is wild-eyed speculation over complete elimination of clear channels. Broadcasters already have seen examples of indiscriminate licensing of new stations without regard for engineering standards heretofore more or less observed, nor for the effect upon existing stations (i.e., the grant of a new regional in Minnesota to former Judge John P. Devaney and of a new local in Georgia to Gov. E. D. Rivers). Then there is the revival of the censorship bugaboo. In fact, every radio nightmare conjured up in the last dozen years of regulation appears to have been resurrected all at once.

These events have developed because of interpretations of the Communications Act by the new rigid regulation majority on the FCC. Congress created the FCC to function for it as an administrative agency. It alone has the power to redefine, modify, or if it feels so inclined, repeal the Communications Act. Since there is such grave doubt as to the intent of Congress, and since the existing situation is fraught with such danger to the public, let alone the industry, it is up to Congress clearly to instruct its creature — the FCC — to keep within bounds.

A bill designed to do precisely that is pending in Congress. It was introduced by Rep. Ditter, a Pennsylvania Republican. But it is not a piece of partisan legislation, and should not be permitted to become a political football. The purpose of the bill is to redefine the intent of Congress when it enacted the original Radio Act of 1927, and when it incorporated in the Communications Act of 1934 virtually all of the old statute. Majority and minority alike in Congress certainly can unite on such a premise, particularly since the FCC repeatedly has been under attack on both sides of the aisle for running out of bounds.

The FCC itself should welcome legislation designed to clarify its position. Such a law would eliminate the need of guesswork, as well as trial and error in determining its functions. There should be hearings. The whole subject should be explored. Such hearings might even entail a far-reaching investigation by a committee of Congress. Perhaps it would be a good thing for Congress to take inventory of radio and its regulators.

This is a Presidential campaign year. Congress hopes to get away by early June. Hearings on the Ditter Bill may be too much to hope for prior to adjournment, under normal procedure. Yet Congress has been known to act swiftly, particularly when there is a demonstrable and urgent need. If events during the next few weeks continue to foreshadow brass-knuckle tactics, the broadcasting industry, in self-defense, will be forced to break what has amounted to an unwritten rule and seek at this session a Congressional mandate which will assure them of their right to serve the public interest.

The Martian Lesson

IN GENERAL the practical lessons taught by the CBS broadcast of the H. G. Wells-Orson Welles *War of the Worlds* spine-tingler have been grasped by the broadcasting industry. But withal, Prof. Hadley Cantril's analysis and compilation of cause and effect for the thorough scaring of one million of the six million persons hearing the program, as set forth in the new Princeton Radio Project volume, *The Invasion From Mars*, reemphasizes certain points of direct value to broadcasters.

It is definitely established—and well illustrated in the explanations of the Mars episode—that radio listeners as a whole believe in the intrinsic dependability of radio as an information medium. Aside from the fact that actual sampling surveys, notably those of *Fortune* magazine, indicate not only that about a quarter of the public rely primarily on radio for their news, but also that they rate radio as more dependably accurate than newspapers, it must be taken into consideration that radio's news function is still developing and this tendency on the part of listeners may become even more pronounced.

With this in mind, it is interesting to note in Mr. Cantril's study that one of the chief motivations for the hysteria stemming from the Mars broadcast, according to listeners' own stories, lay in the drama's use of the names of actual cities and imbuing the characters with titles suggesting authority. Without picking at any old bones, these first-hand accounts emphasize the advisability of qualifying real-life situations in the listener's mind not only by explanatory announcements, but by fictionalizing the entire picture.

We Pay Our Respects To —

JAMES VERNON McCONNELL

WHEN officials of Chicago's Loyola University asked James Vernon McConnell to relinquish his campus affiliation, it was okay by James Vernon because he had other things in mind anyhow. What interested him more than ivy and the classics was the enticing appeal of the advertising business.

Today James V. McConnell, who looks somewhat like George Raft in one of the actor's calmer moods, isn't an advertising tycoon, but he is a man who knows as much about spot sales on the radio as any other man. The proof: In six months as head of NBC's spot and local sales, revenue for the department jumped several hundred thousand dollars over the entire year of 1938.

Mr. McConnell, who has the formidable title of Manager of National Spot & Local Sales, NBC, worked up to this long handle in a perfectly logical order. His earlier experiences in advertising, promotion and selling made the job a "natural". Everything he did in his varied career pointed to his present position.

Shortly after he left school McConnell joined General Outdoor Advertising Co. in his home town of Chicago, where a few years later he found himself local sales promotion manager. This was a beginning—but only a beginning. The next step came when the Campbell-Ewald Co., in Detroit, put him to work as assistant director of outdoor advertising.

Two years later a telephone call from New York started him East. The call was from William H. Johns, president of the George Batten Co. which wanted McConnell to organize and head an outdoor advertising department in his company. Jim did and he was still with Batten when a consolidation changed the firm's name to the double-barreled title of Batten, Barton, Durstine & Osborne Inc.

While vacationing in Chicago another phone call entered his life. The Hays MacFarland agency was being started and they wanted his ideas on an advertising campaign. Jim had the ideas and put them to work.

Later, in 1929, when Wall Street laid its big egg, McConnell's assignment was complete and he agreed to resign from the young organization.

After a year with the Hearst organization as national sales representative of their "Quality Group" magazines, McConnell joined NBC as a network salesman. This was early in 1931 and here his background proved invaluable. In 1932, when NBC added a number of stations to the group, Jim was made eastern zone manager of the local service bureau. His job was to head local sales on all stations east of Chicago. He also set up the organization and operating procedure.

In 1934, when the bureau was discontinued and the department was absorbed by the regular network sales department, McConnell was made assistant sales manager of the eastern district. He didn't have much time to learn the duties on this job because 90 days later he was appointed assistant to the vice-president in charge of sales.

When asked to describe his duties on this post, Jim bogs down a bit. "It's hard to describe just what I did do," he says. "It was a little bit of everything, I guess. I had something to do with policies and the administration of policies. I am sure that I was concerned with spot sales, because when the national spot and local sales division was formed I was made its manager."

This was on July 1, 1939, and McConnell had reached the place that was made for him. He dug in and turned on the heat. During the first six months of 1939 revenue from national and local spot sales had fallen below the first six months of the previous year, but under the direction of McConnell and his staff, in the last half of 1939 revenue increased several hundred thousand dollars over 1938.

The year 1940 looks good to James V. McConnell and his department. He has several improvements in mind and already a couple of them are in operation. For instance, in 1939 spot sales were handled only by New York, Pittsburgh, Chicago, Cleveland, Detroit and San Francisco. Now, for the convenience of advertisers, they are taken care of in all cities where NBC has stations. This, McConnell says, is resulting in more coordination in the department and a great deal more individual attention to individual sales. In addition, this innovation means that cities like Boston, Philadelphia, Washington and Denver are set up to sell spots on all NBC stations.

Jim, who is 38, is married, and he and Margot, his wife, have a son, James V. Jr., who will celebrate his second birthday June 22. During the winter they make their home in New York City and in the summertime they're to be found in Riverside, Conn., where the casual visitor will probably find Jim at his favorite hobby, gardening.

Personal NOTES

WILLIAM J. SCRIPPS, general manager of WWJ, Detroit, and Stanley E. Hubbard, general manager of KSTP, St. Paul, and their wives, motored to Mexico City in early February and took in Havana and Key West on their return vacation trip. They planned to return in early March.

WILLIAM S. PALEY, CBS New York president and Lawrence W. Lowman, the network's vice-president in charge of operations, were in Hollywood during mid-February.

TOM NEELY, formerly with World Broadcasting System, NBC and CBS, has joined the recording studios of Associated Music Publishers, New York, as sales manager.

HARRISON HOLLIWAY, general manager of KFI-KECA, Los Angeles, and Edna O'Keefe Graham, former radio comedienne and singer, were married Feb. 11 at Las Vegas, Nev.

BENTON FERGUSON, vice-president of Texas State Network for the last year, has resigned to join Campbell-Mithun Advertising, Minneapolis.

SAMUEL J. GELLARD, president and general manager of WLTH, Brooklyn, is the father of a boy born Feb. 12.

HENRY P. JOHNSTON, vice-president and general manager of WSGN, Birmingham, Ala., has been appointed a chairman of the trade promotion committee of the Birmingham Chamber of Commerce, which is planning a promotion campaign for the city.

FREDERICK LEUSCHNER, NBC Hollywood attorney, and Dorothy Page, film actress and radio singer, were married in Las Vegas, Nev., last Dec. 20, it was revealed in mid-February.

R. P. MYERS of NBC's legal staff is reported recuperating nicely from an appendectomy performed Feb. 20 at United Hospital, Port Chester, N. Y.

BERTHA BRAINARD, NBC commercial program manager, will return to New York March 4 from Hollywood.

ARTHUR J. KEMP, Pacific Coast sales manager for CBS, left San Francisco recently for a six-week tour of the East.

RALPH SNELGROVE, formerly with Metropolitan Broadcasting Services, Toronto, has been appointed manager of CFOS, Owen Sound, Ont., scheduled to go on the air March 1. Stewart Kenney, free-lance announcer, Toronto, and Norm Childs, formerly of CJIC, Sault Ste. Marie, Ont., have joined CFOS as announcers.

WILBUR EICKELBERG, general sales manager of Don Lee Broadcasting System, Los Angeles, is in New York and Chicago contacting agency executives on spring network business. He is scheduled to return by mid-March.

LEWIS H. TITTERTON, manager of the NBC script division, and Janet MacRorie, director of the NBC continuity acceptance department, on Feb. 20 and Feb. 23, respectively, were guest speakers at the radio production clinics of the advertising and selling class of the Advertising Club of New York. Mr. Titterton spoke on "Radio Writing" and Miss MacRorie discussed "Continuity Acceptance".

WATSON LEE, formerly eastern advertising manager of *Woman's Home Companion*, and previously with J. Walter Thompson Co. and Blackman Co., New York, has joined the CBS sales staff in New York.

DAVID ROSENBLUM, formerly vice-president and treasurer of NBC and recently a consultant on advertising and marketing problems, has been elected treasurer, general manager and member of the board of *The New York Post*.

NILES TRAMMELL, executive vice-president of NBC, spent the last two weeks of February in Florida, recovering from a recent attack of influenza.

JAMES TYLER, for two years with CBS as trade news editor and on the sales promotion staff, has joined the promotion and research department of the Bureau of Advertising of the American Newspaper Publishers Assn.

BERT GEORGES has been appointed manager of the Huntington, W. Va., studios of WCMI, Ashland, Ky. Bob MacKenzie, general manager, headquarters in Ashland. Harold Marler is in charge of studios in Ironton, O.

CHARLES RUBINSKY, new to radio, has joined the sales staff of WKBZ, Muskegon, Mich.

JAN COUFALL, formerly in the map division of the CBS sales promotion department and previously a free-lance artist, has been appointed production manager of the CBS sales promotion department, succeeding John Fox, recently appointed assistant to Victor M. Ratner, department head.

VICTOR M. RATNER, CBS director of sales promotion, left by motor for Florida Feb. 12 for a month's vacation.

DR. ORESTES H. CALDWELL, publisher of *Radio and Television Today*, on Feb. 20 spoke before the Young Men's Group of the Advertising Club of New York on "Radio Aids to Advertising".

DONALD FLAMM, owner of WMCA, New York, was in Hollywood during mid-February on a combined business and pleasure trip.

JACK NEIL, former general manager of KOME, Tulsa, has taken over management of KPAC, Port Arthur, Tex., which on Feb. 1 joined MBS as a 500 watt fulltime outlet on 1220 kc.

A. H. MORTON, NBC vice-president in charge of television, on March 7 will speak on "Radio & Television" at a forum of the Illinois Federation of Women's Clubs in Chicago.

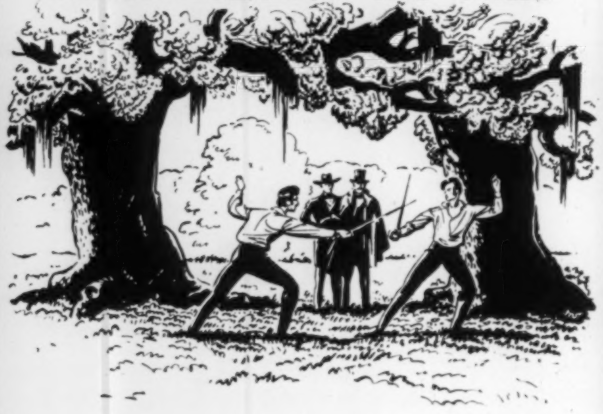
XUM

When you think of

NEW ORLEANS

you think of:

Duels Beneath the Oaks



and

WWL
NEW ORLEANS

50,000 WATTS

The greatest selling POWER in the South's greatest city

CBS AFFILIATE . . . NATIONAL REPRESENTATIVE . . . THE KATZ AGENCY, INC.

A. M. MARTINEZ, who has resigned as New York manager of Conquest Alliance Co., foreign station representative organization, after nearly seven years in that position, is leaving New York for a motor tour of Mexico, planning to be gone about six or eight weeks. He plans to visit Monterey and Guadalajara and to make an extended visit with his family in Mexico City. While in Mexico he will investigate the local advertising picture and especially the radio situation in that country.

SAMUEL R. ROSENBAUM, president of WFIL, Philadelphia, and chairman of IRNA, was toastmaster at a testimonial dinner given Solicitor General Francis Biddle Feb. 28 at the Belview Stratford in Philadelphia. Speakers included Attorney General Jackson and former Senator James Wharton Pepper.

KEITH KERBY, formerly with KSFO, San Francisco, has been named assistant manager of KROW, Oakland.

ALFRED H. MORTON, NBC television vice-president, will speak on television March 7 before the Illinois Federation of Women's Clubs in Chicago.

ROGER W. CLIPP, general manager of WFIL, Philadelphia, recently was awarded membership in the Philadelphia chapter of Rotary International, marking the first time in the history of the organization that a radio station has held a seat in the Philadelphia chapter.

FR. PERCY A. ROY, S. J., president of Loyola U, which operates WWL, New Orleans, on Feb. 22 suffered a heart attack and is still seriously ill.

LESLIE RAY RHODES, account executive at KPO-KGO, San Francisco, on Feb. 29 married Mary Elizabeth Eggers in Berkeley, Cal.

ERNEST WERNER, formerly in the research department of Young & Rubicam, has joined the sales promotion staff of the Columbia Recording Corp., in charge of record catalogues and supplements.

WILBUR EDWARDS, account executive of WBT, Charlotte, is to marry Jane Holeman in March.

LLOYD E. YODER, general manager of KOA, Denver and Mrs. Yoder were honored recently with a reception given by Harry Huffman, general manager of the Fox Intermountain Theatres, that city.

FREDERICK DANIELL, executive director of the Australian Radio Co., Macquarie Broadcasting Network and other radio interest of Sir Hugh Denison in Sydney, is on leave-of-absence for six months to produce a film under government subsidy. R. E. Denison, managing director of the *Sydney Sun*, has taken over Daniell's radio duties.

HAROLD GATES, in Arizona radio for several years, has joined the commercial staff of KTAR, Phoenix.

BILL ROBITSEK, formerly publisher of the *Sand Springs* (Okla.) *Sun*. has joined the commercial staff of KTOK, Oklahoma City.

HALE BONDURANT, sales manager of WHO, Des Moines, has been hospitalized while recovering from an operation for leg injuries received in a fall at his home.

Susan Flamm

SUSAN FLAMM, ten-month-old daughter of Sidney Flamm, assistant to his brother, Donald Flamm, president of WMCA, New York, on Feb. 19 was found dead of suffocation in her crib at her home in Brooklyn. Another daughter, Carol, aged seven years, survives.

HUGH WILEY, author, lost an infringement suit against NBC in San Francisco Feb. 15 when Federal Judge A. F. St. Sure ruled against his claim that the NBC had infringed on his rights by using on a radio program a character named "Wildcat".

RECENTLY appointed sales manager of KSFO, San Francisco, Charles Morin (center) was congratulated by Henry M. Jackson (left), CBS Northern California sales manager, and Lincoln Dellar, new manager of the CBS affiliate.

Frederick E. Murphy

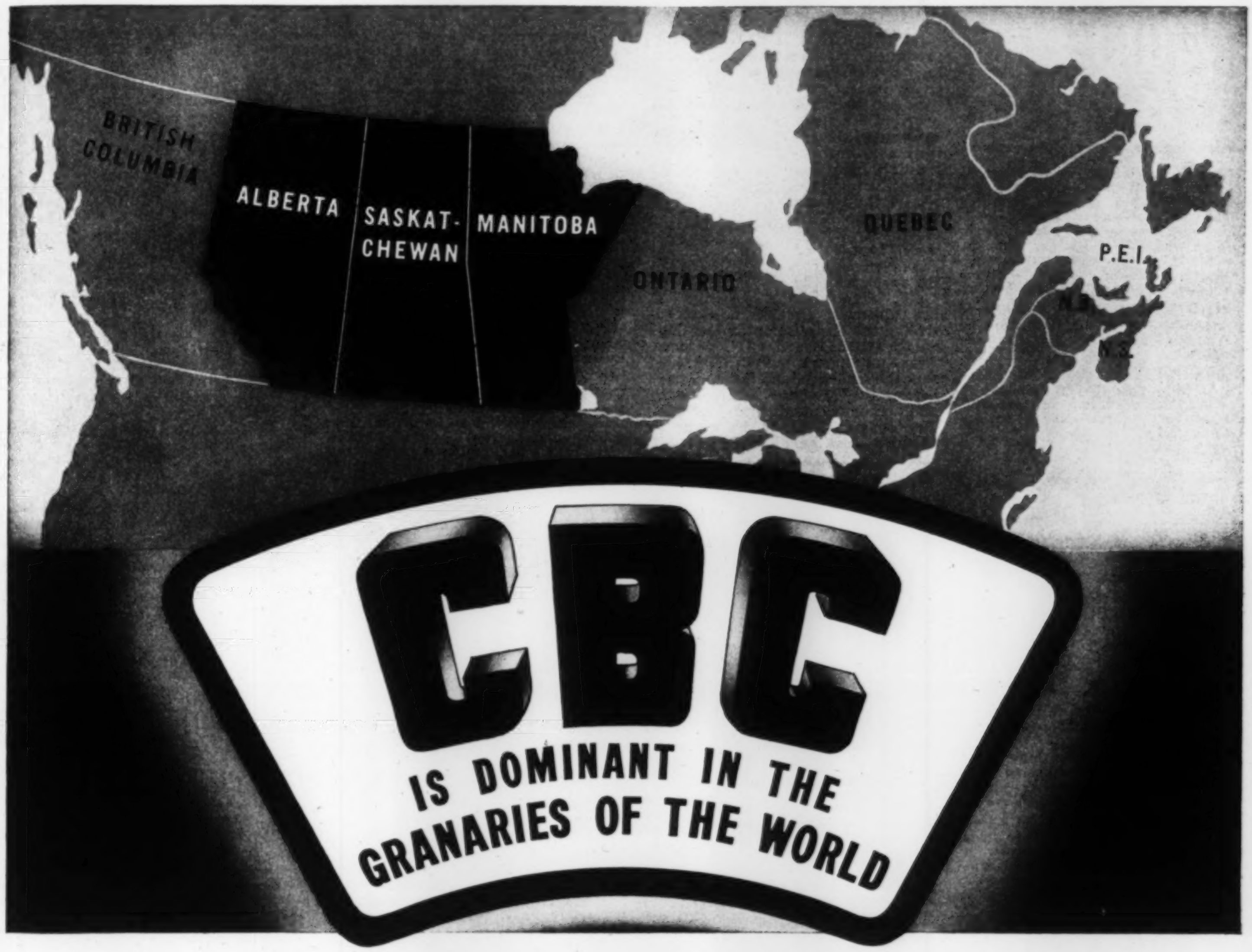
FREDERICK E. MURPHY, 67, president and publisher of the *Minneapolis Times-Tribune* and a director of Minnesota Broadcasting Corp., licensee of WTCN, Minneapolis, died in New York Feb. 14 following a brief illness resulting from a cold and heart ailment. Mr. Murphy, also a director of the Associated Press and head of several Northwest companies, was well-known as a newspaper publisher and a leading advocate of the so-called "Minnesota Plan" of crop diversification, which he developed. He is survived by his wife. WTCN is owned 50% by Minnesota Tribune Co., of which Mr. Murphy was president, and 50% by Northwest Publications Inc., St. Paul, publishers of the *St. Paul Dispatch-Pioneer Press*. Mr. Murphy was a principal mover in bringing about purchase of the station by the newspapers and the subsequent development of fulltime operation for the outlet.

Harry Johnson

HARRY JOHNSON, 28, well-known sports editor of Central States Broadcasting System stations (KOIL, KFAB and KFOR), was buried Feb. 22 following his death after a nine-month illness from lymphatic leukemia. He had been given 24 blood transfusions. A native of South Dakota, he was a graduate of Creighton U, in Omaha. He joined the Central States Broadcasting System as sports editor seven years ago after serving in the sports department of the former *Omaha Bee-News*. His baseball broadcasts won him the *Sporting News* citation as most popular sports announcer in the Midwest. Mr. Johnson is survived by his wife and small son.

Mrs. Hannah Walker

MRS. HANNAH WALKER, 83, mother of FCC Commissioner Paul A. Walker, died Feb. 23 at her home in Washington, Pa., from burns received when her clothing was ignited by flames from a fireplace in the house. Joseph Walker, the Commissioner's father, had died about six months previously. Mrs. Walker lived about 24 hours after the accident. Commissioner Walker was en route to the West Coast on FCC business at the time of the tragedy.


BRITISH COLUMBIA
ALBERTA
SASKAT-CHEWAN
MANITOBA
ONTARIO
QUEBEC
P.E.I.
N.B.
N.S.
CBC
IS DOMINANT IN THE GRANARIES OF THE WORLD

Canada's Wheat-Raising Prairie Provinces House a Market of 2,500,000 People!

CBC
COVERS CANADA

From the International Boundary to the Arctic Circle . . . from Lake Winnipeg to the Foothills of the Rockies . . . a friendly audience listens to CBK . . . the 50,000 Watt Key Station of CBC and its affiliated Network Stations.

There are 328,526 Radio homes in the Prairie Provinces of Canada. The CBC, through CBK and a regional network, *reaches 97.6% of all these homes* . . . providing access to a market of 2,500,000 people whose yearly retail budget totals $384,872,000.

In the Provinces of Manitoba, Saskatchewan and Alberta, CBC network coverage is intensive. Listeners live with their radios. Nowhere in America is broadcasting a more vital factor in the daily lives of all the people. On the prairies of Canada, sponsors have a consistently loyal and receptive audience, responsive to the excellence of CBC programmes.

CANADIAN BROADCASTING CORPORATION

1 Hayter St., Toronto COMMERCIAL DEPARTMENT - 1231 St. Catherine St. W., Montreal

BEHIND the MIKE

BILL BACHER, Hollywood producer, and Meredith Willson, musical director of the NBC *Good News* program, sponsored by General Foods Corp. (Maxwell House coffee), have collaborated in writing a new song, "Ode to New York", which was recently sung by George Houston on that program. It will shortly be recorded by Victor.

VIRGINIA ANDERSON, of the traffic department of WOAI, San Antonio, was married Feb. 14 to Grady Yarbrough.

GERTRUDE DOSSENBACH, secretary to Dow Ben Roush, manager of KTUC, Tucson, Ariz., was recently married to Tom Greenfield, former football player.

TOM CARTER and Kenneth Brandt, new to radio, have been added to the local news staff of WHBF, Rock Island, Ill.

BEN GAGE, NBC Hollywood announcer, and Mary Jane Barnes are being teamed as featured singers on the weekly NBC Pacific Blue network sustaining program, *Remember This Song?*

RAYMOND WILSON, formerly of Oakland, Cal., and an announcer at the Golden Gate Exposition, has joined the announcing staff of KFEL, Denver.

BOB BOVARD, formerly of KGMB, Honolulu, has joined the announcing staff of KGU, Honolulu.

JAMES PEASE, Chicago free-lance writer, has joined the continuity staff of NBC, Chicago, replacing Bill Hodapp who has secured a leave of absence to do a number of special writing assignments.

GEORGE TOLIN, free-lance commentator, recently was chosen as sportscaster for the weekly boxing contests at the new Coliseum Bowl in San Francisco, broadcast each Monday by KYA.

ANDY and Virginia Mansfield, song and chatter team, after two years on KHJ, Los Angeles, have shifted their six-weekly, 1½-hour morning participation program, *Andy & Virginia*, to KMPC, Beverly Hills, Cal.

CHET HUNTLEY, CBS Hollywood announcer, is the father of an 8-pound girl born Feb. 21 in Glendale, Cal.

ROBERT HORN, formerly program director of WCAM, Camden, N. J., has joined WIP, Philadelphia, as assistant program director, assisting Murray Arnold.

ADRIAN JAMES FLANTER, publicity agent and promotion counsel to WOV, New York, on Feb. 13 married Blanche Friedman in Brooklyn. They spent a two-weeks honeymoon at Miami Beach.

RAY BARRETT, chief announcer of WDRC, Hartford, Conn., has been placed in charge of continuity at the station in addition to his announcing duties.

GEORGE GUYAN, program director of KFRU, Columbia, Mo., has started his fourth semester of radio instruction at Stephens College, Midwest finishing school. Guyan is conducting courses in advanced radio speed and radio speech laboratory.

MADELINE ENSIGN, program director of WOL, Washington, has returned to her desk after a three-week quarantine when her young daughter was ill with scarlet fever. During her absence the program duties were assumed by Mrs. Catherine Casey, assistant program director, and Mary Louise Moy, secretary to William B. Dolph, general manager.

CAB Names Counsel

JOSEPH SEDGWICK, K. C., long prominent in Canadian broadcasting circles, has been appointed chief counsel of the Canadian Association of Broadcasters. The CAB board of directors announced the selection after preliminary negotiations during the recent CAB Convention in Montreal. Mr. Sedgwick, brother of President Harry Sedgwick of the CAB, frequently has appeared as the representative of the Association at meetings of the CBC Board of Governors. For three years he has appeared for the independent broadcasters before the Minister of Transport and other departmental officials. Mr. Sedgwick stated he plans to work in close harmony with NAB.

Mr. Sedgwick

BILL HAY, Hollywood announcer of the CBS *Amos 'n' Andy* program, sponsored by Campbell Soup Co., who suffered a heart attack on Feb. 14 just before the broadcast, has recovered and returned to his duties. Ernest Chappell, announcer of the CBS *Campbell Playhouse* series, also sponsored by Campbell Soup Co. took over Hay's duties during his illness.

PETER MERTENS, news announcer of KIRO, Seattle, early in February married Ruth Brown, of Santa Maria, Cal. Bob Spence, formerly with several West Coast stations, has joined the staff of KIRO.

JIM BRANNON, KFI-KECA, Los Angeles, announcer, has been signed by Columbia Pictures to do the narration for a travel and educational film.

JAMES A. COCHRANE, U of Toledo graduate, has joined the continuity staff of WSPD, Toledo.

DICK MACK, J. Walter Thompson Co., Hollywood writer, after being confined to his home with a throat ailment, has returned to the NBC *Chase & Sanborn Hour*.

ALLAN BERG, formerly on the announcing staff of KIEV, Glendale, Cal., has joined Radio News Reel Productions, Hollywood transcription service, as commentator.

JACK WYATT, announcer, and Tys Terwey, newscaster of WNOX, Knoxville, Tenn., are both fathers of girls born recently.

BOB STEPHENSON formerly CBS Chicago writer-producer, has joined the NBC Hollywood staff, taking over production duties of Ted Sherdeman while the latter fulfills his writing assignment at 20th Century-Fox Film Corp. Sherdeman is collaborating with Major J. Andrew White in writing "Cavalcade of Radio", an original film play.

BERNIE C. BARTH, formerly of KOBH, Rapid City, S. D., has joined the announcing staff of WKRC, Cincinnati.

MAURIE WEBSTER, CBS Hollywood announcer, and Judith Russell have announced their engagement.

GENE COUGHLIN, formerly Los Angeles sports editor, is now writing with John Medbury for the CBS *Burns & Allen* program, sponsored by Lehn & Fink Products Co. (Hinds Honey & Almond Cream).

DON KEARNEY, formerly with WFAS, White Plains, and WHAM, Rochester, has joined the announcing staff of WKNY, Kingston, N. Y.

ED COONEY, senior announcer of KGHL, Billings, Mont., and Mrs. Cooney became the parents of a daughter Feb. 15.

MAURICE HART, director of an afternoon recorded program on WMCA, New York, narrated and wrote the continuity for "Finland Speaks", motion picture produced by Hoffberg Productions containing official Finnish Government films made prior to and during the Russian invasion.

J. J. (Red) MOIDEL, attorney, has been named chairman of the public relations committee of the Lawyers Club of Los Angeles. As chairman he will conduct the *Lawyers Club* broadcast, heard each Wednesday on KRKD, Los Angeles.

R. R. SPEERS has joined the writing staff of Radio Productions Inc., Hollywood.

BILL BROWN, sports editor, and Harold Fair, program director of WHO, Des Moines, accompanied WHO's championship Golden Gloves boxing team and its trainer, Benny Leonard, to the Chicago tournament, held Feb. 26-28.

FOUR popular songs written by artists of WHK-WCLE, Cleveland, have been accepted by publishers for sheet music and record reproduction—"Moods in Blue", by Helen Wyant and Jack Russell; "Cherry Pickers Polka" and "Dancing Shoes Polka", by James Woodworth, and "Thunder", by Marvin Arnold.

FRANK LYNN (Garrison Poling), formerly of WELL, Battle Creek, Mich., has replaced Rolland Van Wyck, resigned, as traffic director of WKBZ, Muskegon, Mich. Van Wyck has opened a pharmacy in Muskegon.

THOMAS D. RISHWORTH, educational director of KSTP, St. Paul, has been elected president of the St. Paul Junior Assn. of Commerce.

Meet the LADIES

MILDRED W. CARLSON

NOW in her tenth year of broadcasting, Mildred W. Carlson, home economics director of WBZ, Boston, has presented more than 3,800 programs. Graduating from Connecticut University, Miss Carlson spent nine months in hospital dietectics, then became kitchen manager for an Alice Foote MacDougall coffee shop in New York, and later did food research work for Child's restaurants in Manhattan. She moved to Boston to teach in Miss Farmer's School of Cookery. Always interested in writing about household matters, Miss Carlson studied elocution for two years to prepare herself for a broadcasting career. A member of the Altrusa Club, an international organization of business and professional women, including Mrs. F. D. Roosevelt, Miss Carlson is active on the club's vocational guidance committee.

HENRY DUPRE, special events announcer of WWL, New Orleans, has been named chairman of the radio committee for the Spring Fiesta, to be held March 7-12.

ED CALDER, announcer at KQW, San Jose, Calif., has resigned.

HENRY SYLVERN, organist of WINS, New York, has been named assistant musical director of the station.

FOSTER WILLIAMS, announcer of WINS, New York, is at Saranac Lake, New York, for his health, following a collapse some weeks ago. WINS is keeping his place at the station open on a leave-of-absence basis.

GEORGE THORP, formerly of the display department of the *Bronx Home News*, a scriptwriter for the Federal Theatre, and previously in the radio division of the U. S. Office of Education, has been named program manager of Broadcast Producers of New York, production and recording firm.

ART LINKLETTER, freelance radio writer and m.c., featured on several San Francisco network and local productions, has written the script for "America—Cavalcade of a Nation" to be staged at the 1940 edition of the Golden Gate Exposition.

AL BARKER of the NBC continuity staff in Chicago has resigned to join Transamerican Broadcasting & Television Corp., New York, where he will write the *Don Winslow of the Navy* program. John Lagan, NBC guide in Chicago, and formerly announcer of KSO, Des Moines, will succeed Mr. Barker on the continuity staff.

JOHN STROCK has been added to the announcing staff of KMTR, Hollywood.

MARK HAWLEY, news commentator of WOR, Newark, has been placed in charge of the radio department of the Fifth Avenue Board of Promotion, New York.

ALICE McAULEY, CBS Hollywood proofreader, is conducting a twice-weekly quarter-hour philosophical program, *Through Your Window*, on KFAC, Los Angeles.

PAT McDONALD, formerly of INS in New Orleans, has been placed in charge of the news bureau of KARK, Little Rock, Ark., including the local news department.

MARY ALICE BUIST, formerly of Stone-Stevens-Howcott-Halsey Adv. Agency, New Orleans, has joined the mailing department staff of WWL, New Orleans. The station reports that since its new 50,000 watt directional antenna installation daily mail pull ranges from 1,500 to 7,000 pieces.

PATRICIA LOCHRIDGE of the CBS New York special events staff is in Hollywood on a combined business and pleasure trip.

RAY BARRETT, chief announcer of WDRC, Hartford, Conn., has been placed in charge of the continuity writing department in addition to his announcing duties.

JOHN LAGEN, formerly of the NBC, Chicago, guide staff, and more recently of the KSO, Des Moines, continuity department, has rejoined NBC as continuity writer.

DON GOWD, NBC-Chicago announcer, is recovering from a hernia operation.

SANDY SPILLMAN, who recently resigned from KSFO, San Francisco to go to sea, has returned to the station as continuity writer and sound effects engineer.

ARCH OBOLER, NBC Hollywood writer of *Arch Oboler Plays*, concludes his first year's series on March 16 after which he will take a four-week vacation in Honolulu, resuming the weekly program April 13.

EFFAY BEYNON, director of woman's activities of WROK, Rockford, Ill., on Feb. 17 was married to William Conner.

J. NEAL REAGAN, formerly production manager of WOC, Davenport, Ia., is in Hollywood where he plans to enter radio. He is a brother of Ronald (Dutch) Reagan, formerly WHO, Des Moines, sports announcer, now a contract player with Warner Bros.

KNOWLES ENTRIKIN, formerly scriptwriter of the *Big Sister* program on CBS, has been signed by Bernard L. Schubert of the Phillips H. Lord production office, New York, to adapt the novels of Faith Baldwin for radio. Initial adaptation, recently completed and currently offered to agencies, is "Beauty Inc." a Baldwin novel.

JACK SLATTERY, formerly of KHJ, Los Angeles, and Owen Babbie, formerly of KMTR, Hollywood, have joined KMPC, Beverly Hills, Cal., as announcers.

STAN THOMPSON, assistant program director of WBBM, Chicago, is a patient at Passavant Hospital, recovering from a throat infection.

BOB QUIRK has been added to the announcing staff of KFWB, Hollywood, and is conducting the daily *Waker-Upper* hour.

JOHN McCORMICK, announcer of WBBM, Chicago, has received an appointment to the advisory council of the Milwaukee Radio Guild.

GEORGE WATSON, CBS-Chicago announcer, is recovering from pneumonia at Passavant Hospital.

ED AINSWORTH, *Los Angeles Times* columnist, has taken over the weekly quarter-hour CBS Pacific network program, *By the Way*, during the absence of Bill Henry, commentator, who is on a lecture tour arranged by Columbia Management. Henry, who also conducts a daily column in the *Times*, returns to his program March 9.

LOUISE TAYLOR, Secretary to W. H. Summerville, general manager of WWL, New Orleans, was to leave for Honolulu March 1 where she will live with her mother.

ROBERT HENDERSON, formerly of KORE, Eugene, Ore., has joined the announcing staff of KOIN, Portland, succeeding Bob Colvig, resigned.

MAYFIELD KAYLOR, Hollywood writer-producer, is the father of a girl born Feb. 13.

FRANK DANZIG, formerly continuity assistant of the Federal Radio Theatre, and previously of WNEW, New York, has joined WHN, New York, as assistant night manager. Robert Kornheiser has been appointed assistant to Allan Zee of the WHN production department.

JACK HANSSEN, formerly of KFOR, Lincoln, Neb., has joined KYSM, Mankato, Minn., as program director.

KNOX MANNING, CBS Hollywood commentator, has been signed by Warner Bros. to narrate two short films, "Mexican Jumping Bean" and "Wild Boar Hunt".

STERLING TRACY, CBS Hollywood producer, and Mary Jane Leech, of Glendale, Cal., were married in Yuma, Ariz., Feb. 11.

DR. JACOB COOPERSMITH, director of the music library of WOR, Newark, on Feb. 18 became the father of a baby boy.

TED LE ROY BAISDEN Jr., Hollywood announcer and Bernice Barr, stage actress, on Feb. 17 filed notice of intention to marry in Los Angeles.

BERTHA BRAINARD, NBC New York director of commercial programs, was in Hollywood during late February for conferences with John Swallow, western division program director.

ARTHUR C. PAGE, farm program director of WLS, Chicago, will address the Illinois Woman's Press association, March 7, on *Farm Journalism in a Streamline Age*.

BETTY BRANG, daughter of R. L. Brang, General Mills vice-president, is conducting *Woman's Radio Journal* on KFRU, Columbia, Mo. The series is heard Monday through Friday at 10:30 a. m.

LEO BOULETTE, formerly of the program department of WLS, hicago, on March 2 is to join WDAN, Danville, Ill., as program director.

CAL KUHL, Hollywood producer of J. Walter Thompson Co., on the NBC *Chase & Sanborn* program, sponsored by Standard Brands, with agency executives, has returned to the West Coast.

M. DOW MOONEY, announcer of KFEQ, St. Joseph, Mo., is the father of a girl born Feb. 21.

Baxter Pickering

BAXTER PICKERING, 42, radio-script writer under the name of Dale Baxter and m.c. on the *It's Up to You* program, presented last year on NBC-Blue, on Feb. 24 committed suicide by inhaling gas in his New York apartment with a letter of rejection for his last radio script, *Roll Call*, in his hand. He is survived by his wife, Edith Pickering.

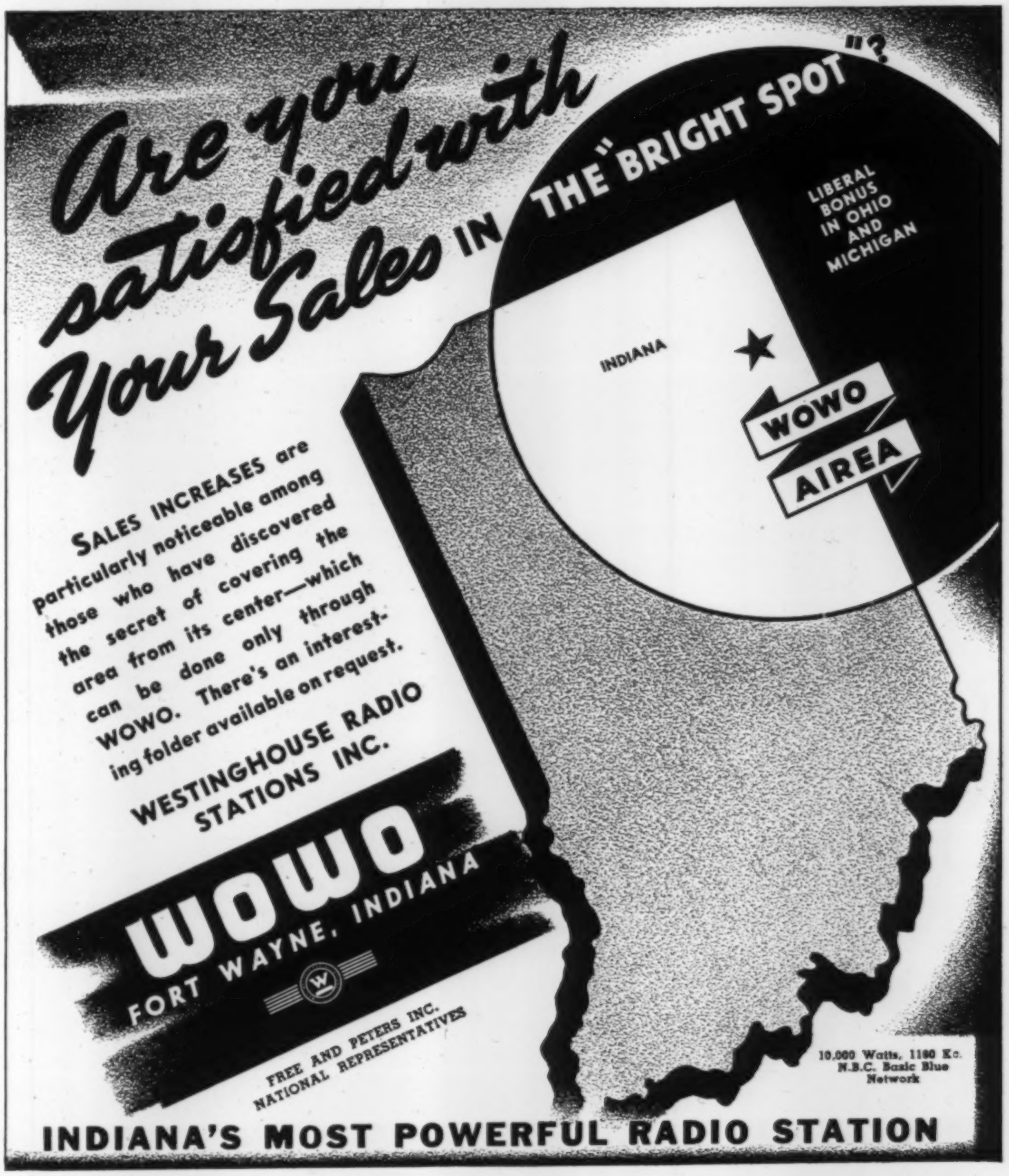
SPURNING a contract as featured dancer with Earl Carroll's Vanities, Evelyn Parsons, Cleveland dancer, decided to stay in Cleveland and marry Francis Pettay, WHK-WCLE announcer. She got the show offer while the Vanities was running at a local theatre. Announcement of the decision was made during a WHK program, with Pettay interviewing his fiancee.

BOB GARRED, CBS Hollywood news commentator, is an accomplished linguist. Besides several foreign languages, he can speak 13 Indian dialects.

Louis J. Link Is Named As Manager of WSUN

WITH the formal resignation Feb. 20 of Harold H. Meyers as manager of WSUN, St. Petersburg, Fla., City Manager Glenn V. Leland of the city's radio control board announced that Louis J. Link, chief engineer and assistant to Mr. Meyers, had been appointed as manager at $3,600 a year without commissions.

Mr. Meyers had managed the station, licensed to the St. Petersburg Chamber of Commerce, on a salary-commission basis since December, 1935. A native of St. Petersburg, he started in radio in 1929 at WCAU and WPEN in Philadelphia after graduation from Stetson University. He planned to go to New York to enter new radio work. Mr. Link's duties as chief engineer have been taken over by William Mitchell. WSUN shares 620 kc. equal time with WFLA, Tampa. An application has been filed on behalf of WSUN for transfer of its license to the City of St. Petersburg.



Are you satisfied with Your Sales IN THE "BRIGHT SPOT"?
LIBERAL BONUS IN OHIO AND MICHIGAN
INDIANA
WOWO AIREA

SALES INCREASES are particularly noticeable among those who have discovered the secret of covering the area from its center—which can be done only through WOWO. There's an interesting folder available on request.

WESTINGHOUSE RADIO STATIONS INC.

WOWO
FORT WAYNE, INDIANA

FREE AND PETERS INC.
NATIONAL REPRESENTATIVES

10,000 Watts, 1160 Kc.
N.B.C. Basic Blue Network

INDIANA'S MOST POWERFUL RADIO STATION

THE *Business* OF BROADCASTING

STATION ACCOUNTS

sp—studio programs
t—transcriptions
sa—spot announcements
ta—transcription announcements

WFAA-WBAP, Dallas-Ft. Worth

Bulova Watch Co., New York, 42 *sa* weekly, thru Biow Co., N. Y.

Pinex Co., Fort Wayne (cough syrup), 5 *sa* weekly, thru Russell M. Seeds Co., Chicago.

Procter & Gamble Co., Cincinnati (Fluffo shortening), 2 *t* weekly, thru Compton Adv., N. Y.

Carter Products, New York (Arrid), 2 *ta* weekly, thru Small & Seiffer, N. Y.

Lone Star Gas System, Dallas (gas service), 6 *sp* weekly, direct.

Procter & Gamble Co., Cincinnati (Lava Soap), 5 *t* weekly, thru Blackett-Sample-Hummert, Chicago.

P. Lorillard Co., New York (Union Leader tobacco), 2 *t* weekly, thru Lennen & Mitchell, N. Y.

Beechnut Packing Co., Canajoharie, N. Y. (Beechnut gum), weekly *sa*, thru Newell-Emmett Co., N. Y.

Ballard & Ballard Co., Louisville (Ovenready biscuits), 3 *sp* weekly, thru Henri, Hurst & McDonald, Chicago.

WOR, Newark

Hecker Products, New York (H-O oatmeal, Force cereal), 3 *t* weekly, thru Erwin, Wasey & Co., N. Y.

Fyr-Pro Corp., New York (fire extinguishers), weekly *sp*, thru Campbell-Lampee, N. Y.

Richfield Oil Corp., New York, 3 *sp* weekly, renewal, thru Sherman K. Ellis & Co., N. Y.

F. G. Vogt & Sons, Philadelphia (scrapple), 5 *sp* weekly, renewal, thru Clements Co., Philadelphia.

Fuller Brush Co., Hartford, weekly *sp*, thru Manternach Inc., Hartford.

Gardner Nursery Co., Osage, Ia., 5 *t* weekly, thru Northwest Radio Adv. Co., Seattle.

Pilot Radio Corp. Long Island City, renews 3 *sp* weekly, thru Austin & Spector, N. Y.

KHJ, Los Angeles

Basic Foods Inc., Los Angeles (health breads), 5 *sp* weekly, thru Elucidator Publications, Los Angeles.

Mission Hosiery Mills, Los Angeles (hosiery), weekly *sp*, thru Sidney Garfinkel Adv. Agency, Los Angeles.

Clark Cleveland Inc., Binghamton, N. Y. (tooth powder), 2 *sa* weekly, thru Street & Finney, N. Y.

Chip Steak Co., Los Angeles (packaged fresh meats), 5 *sp* weekly, thru Glasser Adv. Agency, Los Angeles.

Hecker Products Corp., New York (cereals), 3 *t* weekly, thru Erwin, Wasey & Co., N. Y.

Household Magazine, Topeka (publication), 3 *sp* weekly, thru Presba, Fellers & Presba, Chicago.

KFI, Los Angeles

Lever Bros., Cambridge, Mass., (Spry), 156 *sa*, thru Ruthrauff & Ryan Inc., New York.

Thomas Leeming & Co., New York (hand cream), 20 *sa*, thru Wm. Esty & Co., N. Y.

KGKO, Dallas-Ft. Worth

Mrs. Baird's Bakeries, Dallas, weekly *sp*, thru Tracy-Locke-Dawson, Dallas.

Miller Cereal Mills, Omaha, 5 *sa* weekly, thru Driver & Co., Omaha.

WFBR, Baltimore

Cherry Specialty Co., Chicago (candy), 5 *ta* weekly, thru Coe, Guy & Walter, Chicago.

Gardner Nursery Co., Osage, Ia., 15 *t*, thru Northwest Radio Adv. Co., Seattle.

Grove Labs, St. Louis (Bromo-Quinine), 40 *ta*, thru Stack-Goble Adv. Agency, Chicago.

Harris Crab Meat Co., New York, 104 *sa*, thru Hellwig-Miller Co., N. Y.

John Morrell & Co., Ottumwa, Ia. (E-Z Cut Ham), 182 *sp*, thru Henri, Hurst & McDonald, Chicago.

Omega Chemical Co., Jersey City (Omega Oil), 30 *sa*, thru Brown & Thomas, N. Y.

P. J. Ritter Co., Camden, N. J. (canned food), 12 *sp*, thru Clements Co., Philadelphia.

Joseph Tetley & Co., New York (tea), 13 *sa*, thru Blackett-Sample-Hummert, N. Y.

T. G. Vogt & Son, Philadelphia (canned scrapple), 15 *sa*, thru Clements Co., Philadelphia.

WHK-WCLE, Cleveland

Bodu Labs, Cleveland (cosmetics), 3 *t* weekly, thru Carpenter Adv. Agency, Cleveland.

Climax Cleaner Mfg. Co., Cleveland, 4 *ta* weekly, thru Carr Liggett Adv., Cleveland.

Congress Cigar Co., New York (La Palinas), 6 *sa* weekly, thru Marschalk & Pratt, N. Y.

Cleveland Cleaner & Paste Co., Cleveland, 3 *sp* weekly, thru Campbell-Sanford Adv. Agency, Cleveland.

National Biscuit Co., New York (bread), 6 *t* weekly, thru McCann-Erickson, N. Y.

CKCL, Toronto

Drug Trading Co., Toronto, 2 *sp* weekly, thru J. J. Gibbons Ltd., Toronto.

Enoch Morgan & Sons, New York (Sapolio), 5 *t* weekly, thru Irwin Vladimir & Co., Inc., N. Y.

Carter Medicine Co., New York (Arrid), 3 *ta* weekly, thru Spot Broadcasting, N. Y.

Adam Hats (Canada), sp, thru MacLaren Adv. Co., Toronto.

WIND, Gary, Ind.

Aurora Labs., Chicago, (Clear-Again), 12 *sa* weekly, thru Erwin, Wasey & Co., Chicago.

Joy Candy, Chicago, 12 *sa* weekly, thru Malcolm-Howard, Chicago.

Indiana State Bottling Co., (Pepsi-Cola), 24 *sa* weekly, direct.

KECA, Los Angeles

Shell Oil Co., San Francisco (gasoline), 28 *sa*, thru J. Walter Thompson Co., San Francisco.

WCMI, Ashland, Ky.

J. W. Mootz Baking Co., Galipolis, O., 14 *ta* & *sa* weekly, thru W. A. Schautz Adv. Agency, Scranton.

Black Draught Medicine Co., Chattanooga, 52 *ta*, thru Nelson Chesman Co., Chattanooga.

R. J. Reynolds Tobacco Co., Winston-Salem, N. C., 6 *sa* weekly, thru Wm. Esty & Co., N. Y.

Chesapeake & Ohio Railway, Cleveland, 30 *sa*, thru McCann-Erickson, Cleveland.

WOWO-WGL, Fort Wayne

Kroger Grocery & Baking Co., Cincinnati, 520 *sp*, thru Ralph H. Jones Co., Cincinnati.

D. L. Clark Co., Pittsburgh (candy), 78 *sa*, thru Albert P. Hill Co., Pittsburgh.

American Chico Co., Long Island City (Dentyne), 50 *sa*, thru Badger, Browning & Hersey, N. Y.

WNEW, New York

Tayton Co., Kansas City (cosmetics), 3 *sp* weekly, 13 weeks, thru Allen C. Smith Adv. Co., Kansas City.

Ford Dealer Adv. Fund, Edgewater, N. J., 24 *sa* weekly, 2 weeks, thru McCann-Erickson, N. Y.

Twentieth Century-Fox Corp., New York, 12 *sa* weekly, one week, thru Kayton-Spiero Co., N. Y.

KGO, San Francisco

Chr. Hansen's Laboratory, Little Falls, N. Y. (Junket), 3 *sa* weekly, thru Mitchell-Faust Adv. Co., Chicago.

Antrol Laboratories, Los Angeles (Sharol, Antrol and Sow Bug Control) weekly *sa*, thru J. Walter Thompson Co., Los Angeles.

KPO, San Francisco

Soil-Off Mfg. Co., Glendale, Cal. (Nu-A-Gen and Soil-Off), 3 *sp* weekly, thru Hillman-Shane Adv., Los Angeles.

J. C. Penney, New York (chain department store), 5 *t* weekly, thru Pedlar & Ryan, N. Y.

KSRO, Santa Rosa, Calif.

Southwestern Life Insurance Co., San Francisco, 4 *sp* weekly, direct.

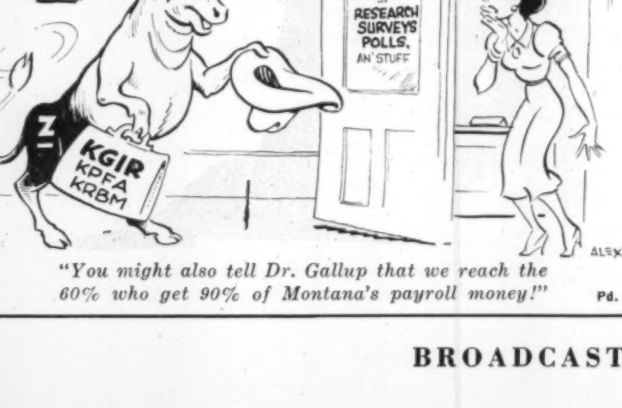
Gordon-Allen, Oakland, (Par Soap), 6 *sa* weekly, direct.

Dr. Hess & Clark, Ashland, O. (poultry ration) 6 *sa* weekly, thru N. W. Ayer & Son, Inc., N. Y.

WKRC, Cincinnati

Cleveland Cleaner & Paste Co., Cleveland, 6 *sa* weekly, thru Campbell-Sanford Adv. Agency, Cleveland.

Climax Cleaner Mfg. Co., Cleveland, 4 *ta* weekly, thru Carr Liggett Adv., Cleveland.



"You might also tell Dr. Gallup that we reach the 60% who get 90% of Montana's payroll money!"

Pd. Adv.

KMPC, Beverly Hills, Cal.

Gardner Nursery Co., Osage, Iowa (plants & seeds), 12 *sp*, thru Northwest Radio Adv. Co., Seattle.

Bekins Van & Storage Co., Los Angeles (chain), 150 *sa*, thru Brooks Adv. Agency, Los Angeles.

Vogel & Hathaway, Los Angeles (cosmetics), 6 *sp* weekly, thru Mayers Co., Los Angeles.

Pilgrim Products Co., Chicago, (refrigerator purifier), 2 *sp* weekly, thru Faraon Jay Moss Inc., Hollywood.

Loma Linda Food Co., Arlington, Cal., (cereals & food products), 5 *t* weekly, thru Lisle Sheldon Adv., Los Angeles.

Kay's Beverages Inc., Los Angeles (beverages), weekly *t*, thru Wm. Berg Agency, Los Angeles.

Guaranty Union Life Insurance Co., Beverly Hills, Cal., 3 *sp* weekly, thru Stodel Adv. Co., Los Angeles.

Hoffman Candy Co., Los Angeles (candy), 5 *sa* weekly, thru Mayers Co., Los Angeles.

Di-Mon-Glo Mfg. Co., Chicago, (polish), 2 *t* weekly, direct.

KARK, Little Rock

Washington State Apples Inc., Seattle, 18 *ta* weekly, thru J. Walter Thompson Co., San Francisco.

American Beauty Macaroni Co., St. Louis, 2 *sa* weekly, thru R. J. Potts & Co., Kansas City.

Allcock Mfg. Co., New York (porous plaster) 3 *ta* weekly, thru Small & Seiffer, N. Y.

Brown & Williamson Tobacco Corp., Louisville (Big Ben tobacco), 2 *t* weekly, thru Russell M. Seeds Co., Chicago.

Skinner Mfg. Co., Omaha (Raisin-Bran Macaroni), 18 *ta* weekly, thru Ferry-Hanly Co., Kansas City.

Peppard Seed Co., Kansas City (Funk's seed corn), 3 *sp* weekly, thru S. M. Brooks Adv. Agency, Little Rock.

Procter & Gamble Co., Cincinnati (Ivory soap), 3 *sa*, thru Compton Adv., N. Y.

Bristol-Myers Co., New York (Minit-Rub), 6 *sa* weekly, thru Young & Rubicam, N. Y.

WROK, Rockford, Ill.

Manhattan Soap Co., New York (Sweetheart soap), 6 *sa* weekly, thru Franklin Bruck Adv. Corp., N. Y.

Ford Motor Co., Detroit, 18 *sa* weekly, thru McCann-Erickson, Chicago.

National Tea Co., Chicago, weekly *sp*, thru Schwimmer & Scott, Chicago.

Sterling Products, New York, 52 *ta*, thru Spot Broadcasting, N. Y.

H. A. Hilmer Co., Freeport, Ill., 12 *sa* weekly, thru Arthur E. Martin Inc., Chicago.

Gamble-Skogmo, Minneapolis, 6 *sa* weekly, direct.

Standard Oil Co. of Ind., 6 *sa* weekly, thru McCann-Erickson, Chicago.

Wander Co., Chicago (Ovaltine) 10 *sp* weekly, thru Blackett-Sample-Hummert, Chicago, and MBS.

CKNX, Wingham, Ont.

McFayden Seed Co., Winnipeg, Man., 100 *sa*, thru Norris-Patterson, Winnipeg.

Bayer-Semesan Co., Wilmington, Del. (seed disinfectant), 40 *sa*, thru Thompson-Koch Co., Cincinnati.

Eastern Steel Products, Preston, Ont. (poultry equipment), 65 *sa*, thru Cockfield, Brown & Co., Toronto.

Fred A. Lallemand Co., Montreal (yeast), 78 *sa*, thru Stevenson & Scott, Montreal.

Thos J. Lipton Ltd., Toronto (tea), 255 *ta*, thru Vickers & Benson, Toronto.

Burgess Battery Co., Niagara Falls, Ont., 222 *sa*, thru Richardson-MacDonald Adv. Service, Toronto.

Ogilvie Flour Mills Co., Montreal, 65 *sa*, thru J. J. Gibbons, Ltd., Toronto.

KSL, Salt Lake City

Geppert Studios, Des Moines (photos), 3 *sp* weekly, thru Coolidge Adv. Agency, Des Moines.

2 Samples

of WKY Program Production

CAMEOS of MELODY
A WKY PRODUCTION
NBC RED TUESDAYS 7:30 pm EST
WKY
Southwestern Serenade
WKY Production
NBC Red Every Saturday 6:45 PM EST

WKY is the only station neither owned and operated by the National Broadcasting Company nor on the basic Red Network, which feeds a production program to the network. WKY furnishes two such programs. These two, Cameos of Melody on Tuesday and Southwestern Serenade on Saturday, mirror the network caliber of all WKY productions.

Without any request for mail on either program, Southwestern Serenade shows mail from 38 states, every Canadian province and the South American Republic of Colombia. Cameos of Melody has 21 states and two Canadian provinces represented in its mail count.

WKY's production department plans and produces the two shows WKY's staff furnishes the talent. WKY's announcers form a definite part of each production WKY's musical director creates the glittering special arrangements. WKY gets applause from coast to coast.

Because of such sparkling programming WKY is able to get noteworthy results for sponsors . . . is able to stay in the front rank of stations repeatedly cited for a power to win and hold listeners and for outstanding performance in product exploitation in the Southwest.

WKY *Oklahoma City*

NBC AFFILIATE ★900 KILOCYCLES

OWNED AND OPERATED BY THE OKLAHOMA PUBLISHING COMPANY: ★ THE DAILY OKLAHOMAN
OKLAHOMA CITY TIMES ★ THE FARMER-STOCKMAN ★ MISTLETOE EXPRESS ★ KVOR, COLORADO SPRINGS
KLZ, DENVER *(Under Affiliated Management)* ★ REPRESENTED NATIONALLY BY THE KATZ AGENCY, INC.

"It will earn beyond expectations

It will create listener interest beyond human conception"

—says Faust Couture, Treasurer of WCOU, Lewiston, Maine.

Stations of All Sizes... at All Points of the Compass... Are Praising the Novachord, as the Newest NEWS for Radio!

You can make the Novachord more than earn its way, building new listener interest for your station. For this most versatile of musical instruments is being acclaimed everywhere as the newest news in music for radio.

Your pianists can start using the Novachord the minute it is delivered to your studios. For it is played like a piano, on a piano keyboard . . . and it will produce beautifully clear piano-like tones.

Then, as the Tone Selectors are turned, you hear the musical effects of vibraharp, 'cello, flute, trombone—and dozens of others.

Hear the Hammond Novachord. Play it yourself. Discover how it gives the musician an entirely new way to express his musical ideas . . . a new versatility that never grows old!

Telephone, or visit, your Hammond dealer TODAY. Or, for brand new presentation, especially prepared for radio stations, write to: Hammond Instrument Co., 2989 N. Western Ave., Chicago.

You just turn the Tone Selectors as you play. And the Novachord adds musical effects of French horn, violin, guitar—and actually dozens of others.

HAMMOND ORGAN STUDIOS:
New York—50 West 57th Street
Los Angeles—3328 Wilshire Boulevard

The NEW idea in music—by the makers of Hammond Organ!

See... Hear... Play... THE HAMMOND Novachord

at the Hammond Organ Studios . . . in the Hammond Building, 50 W. 57th St., N. Y.

★

from WCOU, Lewiston, Maine

"Commercially measuring the Novachord would be like breaking down an open door. The Novachord can not be measured. It will earn beyond expectations. It will create listener interest beyond human conception.

"Wherever the Novachord is used commercially the station has tagged a charge. It is needless to admit that the charge has long since paid for the instrument.

"The insistent demand of the listener for more Novachord programs has forced us to use it as a top sustaining station feature. We can well afford to do it after having pulled our cost out of it commercially. Now, our Novachord stands as the instrument for the unique, the different and the dignified."

Faust Couture
Treasurer, WCOU

★

from WEMP, Milwaukee, Wisconsin

"We are happy to be able to tell you a few facts about the Hammond Novachord because it has brought us, personally, so much pleasure, and because our listener-response to it has been so favorable. We have been using the Novachord for a little more than six months, and in that time it has proven itself to be the most versatile musical instrument we have ever found . . .

"We are certain that the Novachord has already taken its place very near to the top of the list of legitimate musical instruments. By that I mean that the Novachord is definitely not a novelty instrument which will have its day and then pass into oblivion, but rather that it will continue to grow in popularity as new uses for it are found. We feel that it is not an 'imitator,' but rather that it is a very versatile musical instrument in a class all by itself."

Bert Mulroy
Asst. Program Director, WEMP

★

from WLAC, Nashville, Tennessee

"While we have not had our Novachord long enough yet to determine just how we can make best use of it, we know from comment already received from listeners that the installation of this instrument is proving a creditable addition to our programming."

F. C. Sowell
General Manager, WLAC

★

from KTSW, Emporia, Kansas

"Without a question of a doubt the Novachord has added greatly to our programming facilities. We have been especially impressed with the fact that the instrument is so versatile and can be used for nearly every musical requirement from background to feature work."

K. W. Trimble,
General Manager, KTSW

Radio Advertisers

MISSION HOSIERY MILLS, Los Angeles, new to radio, in a 13-weeks test, starting March 4, will sponsor a weekly quarter-hour quiz program, *Radio Charades*, on KHJ, that city. Program will be listening audience participation, with 75 prizes awarded weekly for best solutions. Donald A. Breyer, Los Angeles manager of Sidney Garfinkel Adv. Agency, servicing the account, will supervise production.

NATIONAL HOME PRODUCTS, New York, on Feb. 19 started a test campaign for KM, a cleansing product to be used in place of soap, using daily participations on the *Daniel Reeves* program on WEVD, New York. The Reeves grocery stores are distributors of the product. Agency is J. W. Pepper, New York.

CALIFORNIA FIGCO Co., Los Angeles (coffee substitute), new to radio, in a test campaign starting March 1 will sponsor participation six times weekly in the *Sunrise Salute* program on KNX, Hollywood. Contract is for 13 weeks, with placement through Culbreth Sudler Co., Los Angeles.

COFFEE PRODUCTS Co. of America, Los Angeles, out of radio for several years, in a test campaign for Advance Tooth Powder, a new product, on Feb. 19 started a weekly quarter-hour commentary program on KECA, that city. Program features Harry Balkin, character analyst. Merchandising includes a character chart which is sent listeners upon request. Contract is for 13 weeks. John F. Roberts, Los Angeles, is agency.

O'KEEFE & MERRITT Co., Los Angeles (gas ranges), a consistent user of Southern California radio, is currently sponsoring a thrice-weekly early morning news period on KFI, and a twice-weekly noon news broadcast on KECA. In addition the firm is using thrice-weekly participation in *Violet's Shopping News* on KMPC and three spot announcements a week on KHJ. Richard B. Atchison Adv. Agency, Los Angeles, has the account.

KEVO Co., Azusa, Cal. (health drink), new to radio, on Feb. 21 started a weekly quarter-hour program featuring Harry Balkin, character analyst, on KECA, Los Angeles. Contract is for 13 weeks with placement through John F. Roberts, Los Angeles.

BENJAMIN MOORE & Co., Toronto (paint), started on Feb. 27 twice-weekly interior decoration talks on 8 Canadian stations. Transcriptions were cut by Dominion Broadcasting Co., Toronto, and account was placed by E. W. Reynolds & Co., Toronto.

MILQO Ltd., Hamilton, Ont. (Vi-Tone), started on Feb. 26 a weekly five-minute series on 8 Ontario stations as a test, with possibility of extending the campaign throughout Canada later. Account was placed by E. W. Reynolds & Co., Toronto.

KANSAS GAS & ELECTRIC Co., Wichita (appliances), has started sponsoring twice-weekly the quarter-hour transcribed *Leisure House* on KFH and KANS, that city. The series was produced by Mertens & Price, Los Angeles.

W. F. McLAUGHLIN & Co., Chicago (Manor House, Keptfresh coffees) has renewed its five-times-weekly *Coffee Time* program featuring Norman Ross on WMAQ, Chicago, until March 1, 1941. Sherman K. Ellis & Co., Chicago, is agency.

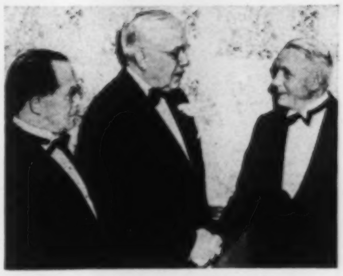
CONDON BROS. SEEDSMEN, Rockford, Ill. (garden seeds), is using two 15-minute periods weekly on WLS as a spring campaign. Cramer-Krasselt, Milwaukee, is agency.

ADAM HATS, New York, sponsored two more prize fights in its series on NBC with Sam Taub and Bill Stern describing the Conn-Lesnevich light-heavyweight bout on Feb. 28 from Miami, and on March 1 the Pastor-Savold heavyweight fight from Madison Square Garden, New York.

SHELL OIL Co., San Francisco, recently started a spring chainbreak drive for two weeks in California, Oregon, and Washington .Account was placed through J. Walter Thompson Co., San Francisco.

VANTI PA-PI-A Corp., New York, is planning to add a station in Cleveland, as yet unselected, to the group now carrying weekly spot announcements promoting the company's melon drink in sections of the South and on WNEW, New York. Erwin, Wasey & Co., New York, is agency .

MUTUAL OPTICAL PLAN, New York, which recently appointed Klinger Adv. Corp., New York, to handle its advertising, is using three quarter-hour and two five-minute programs weekly on WMCA, New York, and five minute programs at intervals on Gene King's recorded *Midnight Jamborees* program, on WEVD, New York.



NEW strip show, *Our Friendly Neighbors*, was arranged for Don Lee presentation on the West Coast by C. S. Beardsley (center), Miles Laboratories v-p, during a recent Coast visit. Here he congratulates Karl Kreizinger, of San Diego, new president of the Retail Drug Assn., as Frank G. Clancy, Dr. Miles California Co. general manager watches. The new strip supplements *Newspaper of the Air* on the same network. Associated Adv. Agency has the account.

WEAR-PROOF MAT Co., Chicago (rubber mats), on March 4 will start *The Home Edition*, five-minute daily newscast on WENR, Chicago. The program, featuring UP news, is directed to women. Durwood Kirby will handle *The Home Edition* on Mondays, Tuesdays and Thursdays, Donald Dowd on Wednesdays and John Holtman on Fridays. Contract placed through Wade Adv. Agency, Chicago.

GOOD HUMOR ICE CREAM Co., Los Angeles (ice cream), seasonal users of radio time, on March 4 starts for 13 weeks daily participation in the combined *Sunrise Salute* and *Housewives Protective League* programs on KNX, Hollywood. Agency is Western Adv. Co., Los Angeles.

SUNNYVALE PACKING Co., San Francisco (Rancho Soups) recently signed for 262 five-minute participating spots five times weekly, Monday through Friday on the *Bess Bye* program on KFRC, San Francisco. Account placed through Lord & Thomas, San Francisco.

JOHN BURLINSON, a director of Sheffield Farms Co., New York, has been appointed advertising manager.

NO-SIREE! I WANT THE KIND ADVERTISED ON WIBW

Merchants throughout Kansas* report that housewives insist on receiving brand names which are advertised over WIBW.

"We can tell almost to the minute when WIBW starts mentioning any of the products we carry," they say. "Our sales start skyrocketing at once. That's why we like to know about such advertising plans in advance. Then we can stock up to meet the demand that always comes."

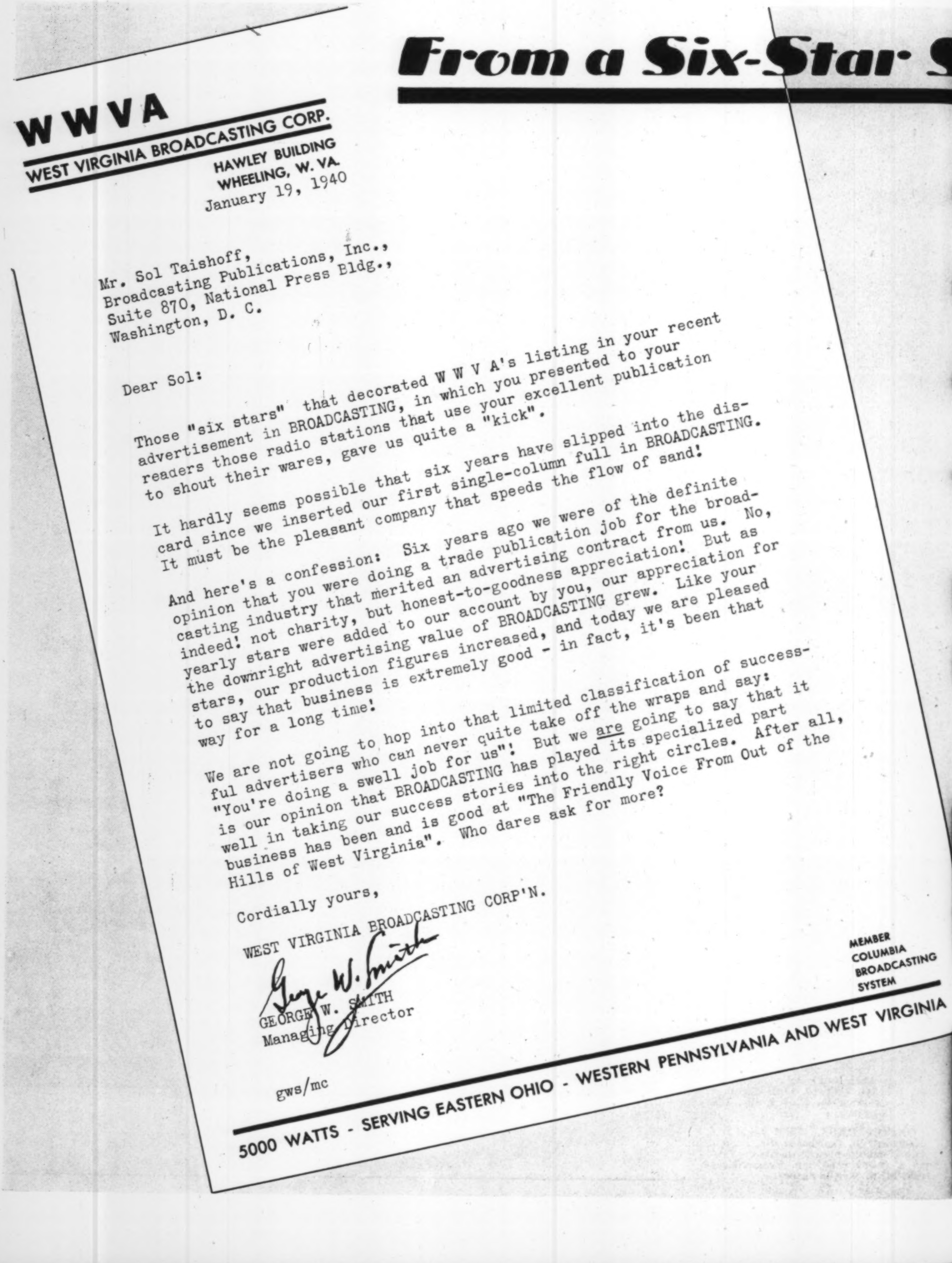
So, Mr. Advertiser, whether your problem is one of sales or distribution, WIBW is the quickest, surest and most economical way to get the results you want . . . and we're ready to prove it to *your* satisfaction.

* And half way across adjoining states.

WIBW "The Voice of Kansas"
COLUMBIA'S OUTLET *for* KANSAS

BEN LUDY, *General Manager*
Represented by
CAPPER PUBLICATIONS, INC.
New York—Detroit—Chicago—Kansas City, Mo.—San Francisco

From a Six-Star S



WWVA
WEST VIRGINIA BROADCASTING CORP.
HAWLEY BUILDING
WHEELING, W. VA.

January 19, 1940

Mr. Sol Taishoff,
Broadcasting Publications, Inc.,
Suite 870, National Press Bldg.,
Washington, D. C.

Dear Sol:

Those "six stars" that decorated W W V A's listing in your recent advertisement in BROADCASTING, in which you presented to your readers those radio stations that use your excellent publication to shout their wares, gave us quite a "kick".

It hardly seems possible that six years have slipped into the discard since we inserted our first single-column full in BROADCASTING. It must be the pleasant company that speeds the flow of sand!

And here's a confession: Six years ago we were of the definite opinion that you were doing a trade publication job for the broadcasting industry that merited an advertising contract from us. No, indeed! not charity, but honest-to-goodness appreciation! But as yearly stars were added to our account by you, our appreciation for the downright advertising value of BROADCASTING grew. Like your stars, our production figures increased, and today we are pleased to say that business is extremely good - in fact, it's been that way for a long time!

We are not going to hop into that limited classification of successful advertisers who can never quite take off the wraps and say: "You're doing a swell job for us"! But we are going to say that it is our opinion that BROADCASTING has played its specialized part well in taking our success stories into the right circles. After all, business has been and is good at "The Friendly Voice From Out of the Hills of West Virginia". Who dares ask for more?

Cordially yours,

WEST VIRGINIA BROADCASTING CORP'N.

George W. Smith

GEORGE W. SMITH
Managing Director

gws/mc

MEMBER
COLUMBIA
BROADCASTING
SYSTEM

5000 WATTS - SERVING EASTERN OHIO - WESTERN PENNSYLVANIA AND WEST VIRGINIA

Station ★ ★ ★ ★ ★ ★ " . . . as yearly stars were added to our account by you, our appreciation for the downright advertising value of BROADCASTING grew. Like your stars, our production figures increased... today business is extremely good."

And speaking of "advertising value", Fort Industry Co. stations, of which WWVA is an important unit, early in 1940 doubled their advertising appropriation for BROADCASTING.

from: BROADCASTING • *Broadcast Advertising* *July 15, 1939*

BROADCASTING
Broadcast Advertising
JUNE 1, 1939
WASHINGTON, D. C.
Vol. 16
$3.00 the Year
15c the Copy
DEAR A
WOR

THUMBS UP . . .

Sales Up!

Renewals – Results, say current advertisers who have used BROADCASTING three years or longer!

CKAC ***
CKLW ***
KANS ***
KDYL *****
KFH ***
KFRU ****
KFYR ****
KGIR ****
KGVO ***
KLZ ****
KMBC *********
KSD ******
KSFO *****
KSTP ********
KTSA ***
KVOO *****
KVOR ****
KWK *****
KWKH ***
WAIR ***
WATL ***

WAVE *****
WBAL ******
WBIG ****
WBNS ***
WBNX *****
WCKY ***
WDAY ****
WDRC *****
WFBG ***
WFBR ****
WGAR ******
WGBI ****
WGES ****
WHAS *******
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WHO ******
WIBW ***
WJDX *****
WJR ****
WKBN ***

WKY *****
WLS *******
WLW ******
WMBD ****
WMC ****
WNAX ****
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WOV ***
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WOWO ***
WPTF ****
WSAI ****
WSM *******
WSPD ******
WSYR *****
WTCN *****
WTIC ******
WWJ *****
WWVA ******

CBS ********
COLONIAL ***
DON LEE ******
NBC ********
YANKEE ******
AMP ***
BLAW-KNOX *****
BLILEY ***
CREI ******
FREE & PETERS *****
JOHNS-MANVILLE **
LANG-WORTH ****
PETRY ******
PRESTO *****
RCA MFG. ********
RCA COMMUN. *******
SCIENTIFIC ******
STANDARD ****
U.P. *****
WE ********
WEED ***
WBS *******

* Each star indicates one year in BROADCASTING

BROADCASTING *Blankets* TIME BUYERS

"ONLY KSFO WAS THERE"... one of a series

Duff Cooper... 6 Months in the United States—

But it took KSFO to PUT HIM ON THE AIR—!

- Alfred Duff-Cooper, outstanding figure in international relationships! The famed British cabinet minister who resigned as First Lord of the Admiralty in protest of the Munich Pact!

- For six months, Duff-Cooper has packed audiences before American lecture platforms with his intimate behind-the-scenes pictures of international diplomacy, of causes and effects.

- But never in those months has he consented to putting his words into a microphone. Never, that is, until he came to San Francisco and Oakland. Then, for the first time, KSFO presented him to eager audiences beyond the lecture halls.

- That KSFO scooped the rest of the country with Duff-Cooper is unimportant. What IS important is that KSFO's alertness is typified by this feat...that KSFO showmanship, plus Columbia's outstanding features, keeps KSFO at the peak of popularity in Northern California.

KSFO 560 KC

PALACE HOTEL
SAN FRANCISCO

COLUMBIA BROADCASTING SYSTEM

REPRESENTED NATIONALLY BY FREE & PETERS, INC.

SEE'S CANDY SHOPS Inc., Los Angeles, West Coast manufacturers and distributors, out of radio for several years, on Feb. 12 started for 52 weeks sponsoring the five-weekly quarter-hour *Headline Hokum* program on three Southern California Don Lee network stations (KHJ KDB KGB), Monday thru Friday, 10-10:15 a. m. Program features Jimmy Doyle, commentator, who goes behind the scenes to expose propaganda in the news. A different type of letter contest is being conducted each week. Tony La Frano handles the commercials. Melvin A. Jensen is producer and account executive for the agency, Elwood J. Robinson, Adv. Agency.

CUDAHY PACKING Co., Chicago (Tang), consistent users of West Coast spot radio, on Feb. 12 started participation six times weekly in the combined *Sunrise Salute* and *Housewives Protective League* programs on KNX, Hollywood. Contract is for 52 weeks, with placement through Reiwitch & Wittenberg, Chicago.

MILLER BREWING Co. recently sponsored a full-hour blow-by-blow description on WTMJ, Milwaukee, of the finals in the *Milwaukee Journal* Golden Gloves amateur boxing tournament, refereed by Benny Leonard, former lightweight champ. Russ Winnie handled the running commentary. Rickerd, Mulberger & Hicks, Milwaukee, handles the account.

DR. BALLARD'S DOG FOOD, Vancouver, has started five-minute animal friendship talks twice weekly on CFRB, Toronto, as a test. Tandy Adv. Agency placed the account.

BARKER'S BREAD, Toronto (chain baker) has started a weekly test campaign on CFRB, Toronto, with *Minute Mysteries*. Account was placed by Tandy Adv. Agency, Toronto.

CENTRAL NATIONAL BANK, Des Moines, on Feb. 25 started sponsoring Robert Burlingame's quarter-hour Sunday newscast on WHO, Des Moines. Agency is R. J. Potts & Co., Kansas City.

SEVEN-UP BOTTLING Co., San Francisco, recently started a campaign in Northern California, using KSRO, Santa Rosa and KRE, Berkeley. The firm is buying 12 spot announcements weekly in English and Italian on KSRO and 16 hours of studio time weekly on KRE. Allied Adv. Agencies, San Francisco, handles the account.

STERLING PRODUCTS, Windsor, Ont. (Ayer's Pectoral), has started twice-weekly musical transcriptions on CFRB, Toronto. The account was placed by Blackett-Sample-Hummert, New York, is agency.

BULLOCK'S Inc., Los Angeles, (department store with three outlets), in a two-week pre-Easter campaign on March 6 starts using an average of 15 spot announcements daily on five Southern California stations—KFI KNX KHJ KECA KFWB. Agency is Dana Jones Co., Los Angeles.

McLARENS INVINCIBLE, Hamilton, Ont., (food products) started Feb. 15 a 13-week twice-weekly spot announcement campaign on a number of stations in Ontario, Quebec, Nova Scotia, New Brunswick and Prince Edward Island. Account was placed by Russell T. Kelley Ltd., Hamilton, Ont.

LOMA LINDA FOOD Co., Arlington, Cal., (food products), through Lisle Sheldon Adv., Los Angeles, on Feb. 19 started using thrice-weekly participation in *Morning Hostess* on KFRC, San Francisco. Firm is also currently sponsoring a five-weekly quarter-hour transcribed musical program on KMPC, Beverly Hills, Cal.

J. C. PENNEY, New York (department store chain) on March 4 will start a transcribed serial drama *Adopted Daughter* on KPO, San Francisco Monday through Friday, 9 to 9:15 a.m. Account placed through Pedlar & Ryan, N. Y.

IT WAS a serious moment for this group when Frank Graham (right), diminutive narrator, signed the contract to portray Prof. Cosmo Jones on the weekly quarter-hour program, *One Man Theatre*, which started Feb. 22 for 26 weeks under sponsorship of D. Ghiradelli Co., San Francisco (chocolate products), on 7 CBS West Coast stations (KNX KARM KSFO KOIN KVI KIRO KFPY), Thursday, 8:15-8:30 p. m. (PST). Watching Graham initial the document are (seated), H. A. (Doc) Stebbins, executive vice-president of Erwin, Wasey & Co., Los Angeles, agency servicing the account and (standing), Clyde Coombs, CBS San Francisco account executive. A heavy user of billboards and newspapers, this is the chocolate concern's first major radio in several years. Graham, as Prof. Cosmo Jones, presents one-man dramatizations of mystery stories during his weekly broadcast.

Fyr-Pro Campaign

FYR-PRO Corp., New York, on Feb. 18 started an institutional campaign for its alarm fire extinguishers on WOR, Newark, featuring Arthur Tracy, the *Street Singer*, Sundays, 11-11:15 a. m. The company is also using five-minute programs several times daily on WEVD, WMCA, and WHN, New York, under the direction of Angelo Palange, radio directors of Cambell-Lampee, New York, the agency in charge. An intensive sales campaign for the product is also being conducted under the direction of James Elliott of the Elliott Organization, New York.

ASSOCIATED GROCERY MFRS. of America will hold its annual mid-year conference June 13-15 at the Homestead, Hot Springs, Va. Annual convention of the National Retail Grocers Assn. will start June 17 in New York.

WSIX
"The Voice of Nashville"
Tennessee

Offers a generous slice of TVA territory for your intensive cultivation at minimum cost for this market.
Mutual Broadcasting System

HEADLEY-REED CO., NATIONAL REPRESENTATIVE

TRANSCRIPTIONS

STANDARD RADIO announces the following new subscribers to its Standard Library Service: KCMO, Kansas City; KYUM, Yuma, Ariz.; WFTM, Ft. Myers, Fla.; KVWC, Vernon, Tex.; WIL, St. Louis; WDZ, Tuscola, Ill.

C. P. MACGREGOR, Hollywood transcription concern, has announced that since Jan. 1, 24 new stations have subscribed to its music library service—KORE KMO KONO KVI KFVD KFYO VOL KGVO KRLH KTSW KOBH WJDX WCAO WLTH WDRC KTEM WCAX WFTC WSM WGRC WGNC CFCN CHAB CKCK. New subscribers to the complete dramatic library service are KTSW and WCAX.

H. R. CARSON, president of All-Canada Radio Facilities, Calgary, Alta., was to arrive in Hollywood March 2 for three weeks on a program buying trip.

M. J. MARA, president of Radio Artists of Hollywood, Hollywood production and transcription unit, is in Chicago for three months contacting agency executives.

HOWARD C. BROWN Co., Hollywood, representing Australian stations and transcription concerns, has announced six new shows for immediate release in the United States and Canada. Programs, produced in Australia, are available as scripts or transcriptions and include *Adventures of Dr. Danton; The Enemy Within; Cleopatra; Out of the Silence; Sentimental Bloke;* and *To Death & Back.*

VARGAS AGENCY, Philadelphia, is handling a number of transcribed programs for foreign broadcasters, among them a series of 75 16-inch recordings by "Nickie" Pedroso, formerly chief announcer of WCAB, international shortwave station operated by WCAU Broadcasting Co., Philadelphia. Sr. Pedroso, identified with the English-Spanish *Progress on the March* series on WCAB, also is scheduled for a series over various U. S. shortwave stations for the Latin American Coffee Assn.

UNITED BROADCASTING Co., Chicago, foreign language production and transcription firm, announces the opening of a new studio at 201 N. Wells St., Chicago, where complete production and recording of foreign language shows to be broadcast on stations throughout the country will be accomplished. William L. Klein is director of UBC, and Egmont Sonderling is sales manager.

EXCLUSIVE radio rights to the writings of Louis Bromfield, noted author, have been obtained by Ted Collins Corp., New York production firm. Now available to agencies is a series of quarter-hour scripts on Bromfield's best seller "The Green Bay Tree," as prepared by Ted Collins.

AVAILABLE for SPONSORSHIP

RAYMOND TOMPKINS

Top Flight Commentator

7:30 P. M.— Mon., Wed. & Fri.

A popular program with an enthusiastic following. Talent cost: $100 (net) weekly.

WFBR

BALTIMORE, MD.

Keystone Broadcasting System Plans Wax Hookup With Net Type of Contract

A NEW "wax network" project, to serve independent stations under a network type contract, with optioned time provisions and exclusive affiliation, has been revealed in literature sent to stations by Keystone Broadcasting System of Los Angeles.

Naylor Rogers, former manager of KNX, Los Angeles, is vice-president and general manager of the Keystone project. Other executives, according to the company's prospectus, include H. E. Aitken of New York, former motion picture producer as president; Kenneth C. Davis, a partner in Davis & Schwegler, music publishers and recorders as secretary-treasurer, and Herbert H. Aronson, of Los Angeles, described as a member of one of California's pioneer banking families and engaged in radio recording for the past year, as the new firm's vice-president.

Mr. Rogers has advised stations that since the proposition was broached last month, suggestions have come from "over 100 stations" and that the "demand for immediate action" has been such as to indicate prompt development. Keystone proposes to furnish stations four hours daily of sustaining transcriptions, or recorded programs, supplied by Davis & Schwegler, along with suitable sustaining continuity. Stations would supply Keystone without cost 3½ hours daily for the use of sponsored programs, with the time specified as between 8 to 9 a.m., 12 to 1 p.m., and 6:30 to 7:30, Local Standard Time. For additional time for commercial programs which might be furnished, the station would receive $15 per hour for the first 12 hours during any one week and $20 per hour above that time. Station-break announcements during the optioned time would be held open for Keystone sponsorship with rates to be mutually agreed upon later. The stations would not be permitted to use any identifying announcement in connection with any other transcribed service during its daily schedule. The proposed agreement specifies that the station will remain an exclusive Keystone outlet, except for occasional local, State or regional hookups.

Stations were advised by Mr. Rogers that a national sponsor already has been committed for a 15-minute program daily. Keystone plans to open sales offices in New York, Chicago, and Los Angeles.

Reactions from stations, in some instances, were objectionable on the ground that the proposition was "one-sided" and not conducive to the best interests of radio. L. L. Hilliard, owner of KGKY, Scottsbluff, Neb., advised Mr. Rogers Feb. 16 that he felt the plan was not "complimentary to the intelligence of radio station heads". The optioned time request in the agreement, he said, falls at the peak advertising periods of each day, making the cost of the service "much higher than the finest chain affiliation that could be procured". Rejecting the proposition, Mr. Hilliard said that the $15-per-hour rate for the first 15 hours was "miserable".

KSD

ON THE NBC RED NETWORK

first in St. Louis

carried

of the

8 FIRST 9

NATION'S LEADING RADIO ENTERTAINERS

In the 3rd Nation-Wide Poll
Announced This Year—
Selections Were:

- ★ JACK BENNY
- ★ EDGAR BERGEN (Charlie McCarthy)
- ★ FRED ALLEN
- ★ BING CROSBY
- ★ BOB HOPE
- ★ KAY KYSER
- ★ FIBBER McGEE AND MOLLY
- ORSON WELLES
- ★ ALEC TEMPLETON

★ ON KSD

in

All Nation-Wide POPULARITY POLLS

The recent RADIO DAILY Poll names 8 stars on KSD programs in the 9 firsts selected as the nation's Leading Radio Entertainers, shown at the left. This poll follows similar surveys by the MOTION PICTURE DAILY and the NEW YORK WORLD-TELEGRAM, in both of which KSD programs carried 7 of the 8 firsts. In St. Louis, listeners turn their dials to KSD, knowing they are sure to get radio's outstanding entertainment.

The Distinguished Broadcasting Station

Station KSD—The St. Louis Post-Dispatch

POST-DISPATCH BUILDING, ST. LOUIS, MO.

FREE & PETERS, INC., NATIONAL ADVERTISING REPRESENTATIVES

NEW YORK CHICAGO DETROIT ATLANTA SAN FRANCISCO LOS ANGELES

Agencies

HELLWIG-MILLER, New York, has opened an office at 35 Wacker Drive, Chicago, with Irving M. Tuteur, for the last several years vice-president of McJunkin Adv. Co., Chicago, in charge. According to Mr. Tuteur, the Curtiss Candy Co. account (Baby Ruth), including all future advertising media used, will be handled by the new Chicago office.

ROBERT ORR, executive vice-president of Lennen & Mitchell, New York, and executive on the John H. Woodbury Co. account, is spending several weeks on the West Coast checking sponsored shows serviced by that agency and also auditioning talent for the new Don Ameche program which starts in April under sponsorship of Old Gold.

JOHN F. WHEDON, for five years vice-president of the San Francisco office of Lord & Thomas and now in the Chicago office, has been appointed executive vice-president and elected to the board of directors of the firm, it was announced by Don Francisco, president. Donald S. Manchester, of Sidney Garfinkle Adv. Agency in San Francisco, joined the San Francisco staff of Lord & Thomas as copy writer.

DEMA HARSHBARGER, onetime NBC Aritists Service manager in Hollywood, is now business manager of Hedda Hopper, film actress and radio commentator.

W. VANA. COMBS, formerly handling sales promotion for WOAI, San Antonio, on March 1 is to take over as manager of the Texas office of Ruthrauff & Ryan at Houston.

BESS LOOMIS, formerly an account executive of Max Becker Co., Long Beach, Cal., agency, has joined W. C. Jeffries Co., Los Angeles.

RED RIVER REUBEN IS BREAKING ALL RECORDS!

Reuben and the other folks around Fargo are selling their stuff so fast they're busting their own records! As an example — our Red River Valley residents account for 43.6% of all drug sales in North Dakota, South Dakota and Minnesota (minus counties containing St. Paul and Minneapolis).

WDAY is the only chain station that covers this rich Valley territory. Need we add that OUR buying suggestions are heeded? Let us show you!

WDAY, INC.

N. B. C.

Affiliated with the Fargo Forum

FREE and PETERS, INC.
NATIONAL REPRESENTATIVES

FARGO
N. D.

940 KILOCYCLES
5000 WATTS DAY
1000 WATTS NIGHT

AAAA Picks May 16

THE 1940 convention of the American Assn. of Advertising Agencies has been announced for May 16-17 at the Waldorf-Astoria Hotel, New York. Sessions open to AAAA members only have been scheduled for May 16, with advertisers and media guests invited to participate in the May 17 meetings and the convention dinner. J. P. Cunningham, vice-president of Newell-Emmett Co., is chairman of the committee on convention program.

JEROME FOLKART, president of Folkart-Winston Adv. Agency, New York, has formed the Folkart Adv. Agency at the same address, 276 W. 43d St. Telephone is Wisconsin 7-5393. No changes in personnel have been effected. Irwin Winston, chairman of the board and executive vice-president of Folkart-Winston, has formed the Winston Adv. Agency at 303 W. 42d St., but has announced no details on personnel and accounts.

HAL BURDICK, radio director of Westco Adv. Agency, San Francisco, author of *Dr. Kate*, sponsored by Sperry Flour Co. and storyteller-author of *Night Editor* sponsored by Cardinet Candy Co., recently conferred with General Mills executives and the Knox Reeves Agency in Minneapolis.

B. S. PRESBA, president of Presba, Fellers & Presba, Chicago, has been away from his desk for a month due to influenza. He is expected back early in March.

DONOVAN HALL, formerly director of advertising and publicity of Ross Federal Research Corp., New York, has become director of sales and advertising of Filmack Trailer Co., Chicago, company producing film trailer shorts. Thomas B. Ellsworth, former assistant director of advertising at Ross Federal, has taken over Mr. Hall's position.

WARREN E. KRAFT, vice-president and manager of Erwin, Wasey & Co., Seattle, has been appointed chairman of the tourist committee of the Seattle Chamber of Commerce, of whose board of trustees he also is a member.

JULES BUNDGUS, of Benton & Bowles, New York publicity department, has been transferred to the agency's Hollywood office to handle exploitation of network shows. He succeeds Lewis Patterson, resigned.

CHARLES LEVITT, Los Angeles manager of Chas. R. Stuart, has been reappointed manager of the Los Angeles Bureau of the Golden Gate International Exposition, which re-opens on Treasure Island, San Francisco Bay, in May.

JOHN E. FINNERAN, formerly vice-president of Benton & Bowles, New York, has joined Warwick & Legler, New York, as a vice-president, stockholder and member of the plans board. Mr. Finneran was previously national advertising director of all Scripps-Howard newspapers.

JOSEPH HEVESI, formerly with Ed Thorgersen at Movietone News, has joined the publicity staff of Benton & Bowles, New York.

BURT COCHRAN, formerly of J. Stirling Getchell, New York, and previously with McCann-Erickson for 14 years, has joined Benton & Bowles, New York, in an executive capacity. Mr. Cochran was appointed manager of McCann-Erickson's Seattle office in 1927, and in 1937 took charge of new business for that agency's Chicago office.

CHESTER WILLIAMS, formerly of N. W. Ayer & Son, San Francisco, has joined Glasser Adv. Agency, Los Angeles, as production manager and time buyer. He succeeds J. E. Griswold, resigned.

TOM HUDSON, formerly on the announcing staff of Texas State Network and WGN, Chicago, has joined Giezendanner Adv. Co., Houston, Tex. as an account executive.

JOHN D. MORGAN, formerly an associate of the Radolek Co., Chicago sound equipment firm, has been appointed radio director of The Phil Gordon Adv. Agency, 840 N. Michigan Ave., Chicago. Previously a direct mail and selling concern, this is the first venture into radio for the agency.

MEL WILLIAMSON, producer of Hixson-O'Donnell Adv., Los Angeles agency, on the CBS *Calling All Cars* program, was honored guest at a testimonial banquet Feb. 10, following the last broadcast of that series under sponsorship of Rio Grande Oil Corp.

HELEN SINCLAIR, formerly an account executive of Schwimmer & Scott, Chicago, has accepted a position in the radio copy department of Ruthrauff & Ryan, New York.

TOM COOPER, account executive of J. Walter Thompson Co., Los Angeles, recently was transferred from the San Francisco office.

J. O. BAUER, manager of New York media for Lord & Thomas, has been named chairman of the agency's media coordination committee. Emerson Foote, account executive on Lucky Strike cigarettes, has been elected a vice-president of the agency.

TALBOT JOHNS of the publicity department of BBDO, New York, has been transferred to the agency's Minneapolis office, effective March 1, to work on the Northwest Airlines, General Mills and State of Minnesota accounts.

LIEUT. G. A. HAMBLY, account executive of F. H. Hayhurst Co., Toronto agency, is now on active service as quartermaster of the Toronto Scottish Regiment.

IVY MAISON has joined Benison Co., Toronto agency, as account executive.

GORDON St. CLAIRE, formerly advertising manager of Albert Miller & Co., has joined Schwimmer & Scott, Chicago, as account executive.

For A Big Chunk of Illinois—Use WSOY

Serves the World's Soybean Center—Central Illinois

$32,000,000 Soybean crop alone. Great corn and livestock center, too. Much manufacturing. Pop. area, ¾ million. Retail business up 12 to 17%.

WSOY
250 W.

Decatur, Ill.
18 hours daily

A PROFIT PRODUCER!

JOIN UP with WAIR! Make SURE your product has a maximum audience of money-spenders! WAIR produces sales in volume—the only kind of sales that pay you a profit! A test proves it!

WAIR

Winston-Salem, North Carolina

National Representatives

Sears & Ayer

MAXINE UPHAM, formerly an account executive of Stack-Goble Adv. Agency, San Francisco, has joined the Los Angeles office of Sidney Garfinkel Adv. Agency. Margaret Galbraith has been added to the staff as copy writer. She was formerly with C. H. Baker Co., San Francisco (shoes).

WILLIAM B. MOSLE has been elected a director and secretary of Morgan Reichner & Co., New York, according to an announcement by M. S. A. Reichner, president of the agency.

MITCHELL J. HAMILBURG Agency, Hollywood talent service, has been granted exclusive rights by Columbia Pictures Corp. to make all radio deals and merchandising tie-ups on the screen series, "Five Little Peppers."

DOLAN & DOANE, Hollywood talent agency, has established New York offices in the RKO Bldg. Ken Dolan is in charge and will divide his time between the two offices.

WILLIAM S. SIGMUND, creative director of Henry J. Kaufman Adv., Washington, is author of a volume of maps titled *Europe Under X-Ray* [Garden City Publishing Co., New York, $1]. Cellophane overlays reveal details not otherwise shown on maps.

ARTHUR E. MARTIN Inc., Chicago advertising agency, has moved to 307 N. Michigan Ave. New telephone is Central 3263.

Reps

WMBC, Detroit, has appointed Forjoe & Co., New York, as its national representative.

WLNH, Laconia, N. H., has appointed Joseph McGillvra as its exclusive national representative.

RADIO ADVERTISING Corp., national representative firm, announces its appointment as representative of WCAR, Pontiac, Mich.

CKSO, Sudbury, Ont., has appointed All-Canada Radio Facilities, Toronto, as exclusive representatives.

JOHN LIVINGSTONE, Pacific Coast manager for International Radio Sales, recently undewent an eye operation in San Francisco.

WILLIAM K. DORMAN, manager of John H. Perry Associates, New York, has returned from a Florida vacation as guest on the yacht of W. O. Pape, manager of WALA, Mobile.

JAMES WADE, salesman of Free & Peters, New York station representatives, on Feb. 26 returned to his desk after a week's attack of influenza.

Woodmen Anniversary

WOODMEN ACCIDENT Co., Lincoln, Neb. (life, accident and health insurance), has started a 13-week campaign on five stations honoring its 50th anniversary. Programs selected are built around local station personalities and include varied music. Quarter-hour, thrice-weekly shows and those featured are as follows: KNX, Homer Griffith; WHO, Bob Blaylock; WCCO, Tom Breen; WLW, Paul Allison. The WLS *Barn Dance*, featuring Jack Stillwell, is the fifth selection and is heard for 15 minutes once-weekly. Presba, Fellers & Presba, Chicago, is agency.

ALL-TIME high of 66 subscribers to the services of the Cooperative Analysis of Broadcasting has been announced by A. H. Lehman, manager of the CAB. The CAB, maintained through the ANA and the AAAA cooperatively, starts its eleventh year of activity in March.

Selinger's Affiliation

HENRY SELINGER, well-known in radio as a program creator, has joined Sherman & Marquette, Chicago, as radio director. For the last several years Mr. Selinger has been a radio executive of Blackett-Sample - Hummert, Chicago. Among the programs originally established on the air by Mr. Selinger are *Amos 'n' Andy*; *Little Orphan Annie*, the first children's serial; *Clara Lu & Em*; *Painted Dreams*, the first daytime serial; *Lum & Abner* and many others. In former years Mr. Selinger was manager of WGN, Chicago, radio director of Lord & Thomas and later director of the NBC Talent Bureau. He takes up his duties with Sherman & Marquette March 15.

Mr. Selinger

Edward W. Hellwig

EDWARD WATKINS HELLWIG, 48, senior partner of Hellwig-Miller Co., New York advertising agency, on Feb. 19 died suddenly in his office. Mr. Hellwig founded the E. W. Hellwig Co. in 1920, changing the name of the firm to its present title in 1938, when Charles L. Miller became a partner. Mr. Hellwig is survived by his wife, Catherine, and one daughter, Mrs. Orleans Batson.

GEORGE H. HUMMEL, former executive vice-president of P. Lorillard Co., New York, has been elected president of the company, succeeding the late David H. Ball.

Expands Into Radio

SAWYER, FERGUSON & WALKER, newspaper representatives, has announced the opening of a radio department to act as sales representatives for radio stations. First stations to be represented are WRNL, Richmond, which is affiliated with the *Richmond News-Leader*, and WGN, Newport News, Va., owned by the *Newport News Press* and *Times-Herald*. Manager of the radio division in the company's New York offices in the Lincoln Bldg. will be Fred Anderson, formerly in the media research department of Benton & Bowles, and previously of NBC. Clark Stevens is in charge of the Detroit office in the New Center Bldg., and J. H. Sawyyer is head of the Chicago office in the 333 Bldg.

Gellatly Also Rep

WILLIAM B. GELLATLY, president of Gellatly Inc., New York program firm, on Feb. 21 announced the addition of a station representation department to the program activities of the company. The new department will operate independently of the program division. First client was revealed Feb. 23 with the announcement by T. S. Marshall, president and general manager of Civic Broadcasting Corp., of the firm's appointment as national representative of the new WOLF, Syracuse. The new station is expected to start operating April 1.

WIRE, Indianapolis, inaugurated its nighttime power increase to 5,000 watts early in February.

Get Out from Behind the EIGHT BALL!

Are Your Clients Singing "Behind the 8 Ball Blues"?

- That sad song never reaches our ears once sponsors use the WPEN-way of reaching over a million English, Italian, Jewish and Polish-speaking homes.
- Listeners remind us constantly they consider WPEN an integral part of household happiness. Morning, noon and night — our proved programs pave the way to sponsor satisfaction.

WPEN PHILADELPHIA 1000 WATTS

WE'RE IN THE ARMY NOW!

THE SIXTH DIVISION, U. S. Army, 9,000 strong, is stationed at Camp Jackson, five miles outside Columbia, S. C., home of Station WIS. WIS plays an important part in the recreational life of this army community, and no small portion of its $283,000 monthly payroll goes to WIS advertisers.

WOLS FLORENCE, S. C. SIMULTANEOUSLY AVAILABLE

Alert beverage and tobacco clients are cashing in on this bonus market created by Uncle Sam. Cigarette and proprietary advertisers will also find it a desirable addition to the statewide audience already served by WIS.

N. B. C. — BOTH RED AND BLUE NETWORKS

WIS·DOM

WIS

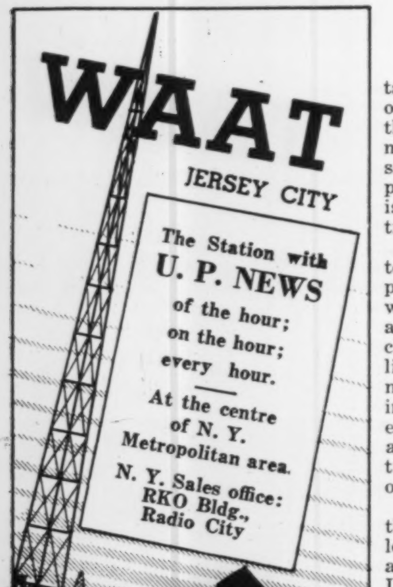
COLUMBIA SOUTH CAROLINA

5,000 WATTS DAY

560KC.

1,000 WATTS NIGHT

FREE & PETERS, INC., NATIONAL REPRESENTATIVES


WAAT
JERSEY CITY
The Station with
U. P. NEWS
of the hour;
on the hour;
every hour.
At the centre
of N. Y.
Metropolitan area.
N. Y. Sales office:
RKO Bldg.,
Radio City
National Representatives
BURN - SMITH COMPANY, INC.
NEW YORK CHICAGO DETROIT
ATLANTA

Bill Clips FCC Authority

(*Continued from page 19*)

tal American principle". This type of censorship is far more dangerous than if the Commission would promulgate standards in advance, he said. The present method is "just plain ex post facto censorship and is too powerful a weapon to be entrusted to any such agency."

Asserting that Congress never intended to delegate to the FCC the power to impose its judgment as to what are good programs and what are bad programs, Mr. Ditter declared the Commission was established primarily to deal with a technical problem in order to prevent interference, assure an orderly and efficient use of the ether, and effect a fair, efficient and equitable distribution of broadcast facilities over the country.

"From all I can find out, it is to these primary duties they pay the least attention, while they fritter away their time on forbidden and, I believe, unconstitutional fields of activity," he said.

Discussing the provision of his bill which would make it clear that the Commission is not to take alleged program offenses into account in any way of its actions on applications, Mr. Ditter said the only leeway left to the Commission is in the case where a licensee has been finally adjudged guilty by a Federal court of one or more violations of specific provisions of the Act, such as the provisions against obscenity and lottery information, and then only where the offense is of so serious or repeated a nature as to show clearly that the licensee or applicant is not qualified in character to operate a station.

Strictly Stenchy

CONTEST to end all contests is being conducted on KVOO, Tulsa, by Eddie Coontz on his daily 45-minute *KVOO Morning Watch*. Coontz is offering a set of NBC chimes to the person sending in the "lousiest" joke of the week. Worst joke of the month earns its sender a $30 Nesco electric roaster. Mail count on the program is reported to have jumped more than 400% since the contest started.

"We do not put newspapers out of business because of occasional infractions of laws against lotteries, obscenity, defamation or any other improper utterances. We punish the persons responsible by fines, imprisonments or damages. Why should any other principle apply to radio station licensees?"

New Station Grants

Hitting the mooted question of competition from new stations, Mr. Ditter said obviously a newcomer should not have the right to replace an established station unless there is some consideration of public interest involved. He charged that the Commission "under the influence of a deluge of authoritarian jurisprudence is taking the position that it may grant any application for a new station or for an increase in power or change of frequency for an existing station without hearing, no matter how disastrous its action may affect any existing station or the public served by that station."

Asserting it is not necessary to put a station off the air to ruin it, Mr. Ditter declared that if another station is placed on the same wavelength so close that interference is caused over most of the area served by it, then its usefulness is effectively destroyed. Until last year the FCC itself did not entertain any such notion of its powers, he pointed out.

To remedy this situation, he said his bill provided that the Act be amended to require hearing where the Commission's action would aggrieve or adversely affect the interests of any holder of a license or any applicant therefor.

Mr. Gannett in his address Feb. 23 in St. Petersburg declared that since Sept. 8, when a limited national emergency was declared, the President has had the power of life and death over every station. The powers conferred on the President over radio were described by the publisher-broadcaster as the same powers with which Adolph Hitler is keeping the German people in the dark, the powers that Stalin and Mussolini exercise over the radio in Russia and Italy.

Urging enactment of the Ditter Bill, Mr. Gannett said freedom of speech over the radio "is another battleground for preservation of our civil and constitutional liberties." The President's own son, Elliott Roosevelt, he said, "had the courage to come out against his father and oppose vigorously restrictions on freedom of speech on the air."

CKWX, CJOR Granted Power Boosts to 1 kw.

CKWX, 100-watt, and CJOR, 500-watt Vancouver stations have been authorized by the Department of Transport, Ottawa, to increase to 1 kilowatt, according to Reg Dagg, manager of CKWX, which changes frequency to 950 kc., while CJOR remains on 600 kc.

Two Vancouver stations go off the air effective April 1, as annual licenses expire March 31. CKCD, station owned by the *Vancouver Province*, ceases to operate, and the newspaper will cooperate with CJOR, though it will not have any financial interest. CKFC, station of the *Vancouver Sun*, will likewise go off the air, and the *Sun* will cooperate with CKWX. Two other stations will remain in Vancouver, CKMO, 100-watter, and CBR, Canadian Broadcasting Corp. 5,000-watt station. CKWX will build a new transmitter and radiator on Lulu Island.

MILWAUKEE PICKS HOPE AND BERGEN

BOB HOPE won top honors as radio comedian in the 10th annual radio poll conducted by *The Milwaukee Journal*, operating WTMJ. Edgar Bergen and Charlie McCarthy again captured the "favorite program" laurels, followed by Hope, Jack Benny and *Fibber McGee & Molly*. WTMJ personalities led the field in sportscasting and woman commentator divisions.

Kay Kyser was named top bandsman; Bing Crosby, leading male popular singer, as well as most popular m.c. Other leaders named in the poll included Nelson Eddy, male concert star; Don Wilson, studio announcer; *One Man's Family*, serial, with *I Love a Mystery* in second place.

For the ninth consecutive year Russ Winnie, WTMJ sportscaster, led his division, with Bob Elson second and Ted Husing third. Nancy Grey, commentator on WTMJ's *What's New?*, led the field in her bracket for the eighth straight season, with George Comte, of WTMJ's *Today's Events*, running second to H. V. Kaltenborn among the news commentators.

Baukhage Shifted

BAUKHAGE, NBC Washington commentator, on Feb. 19 returned to a regular news commentary spot on the NBC-Blue *National Farm & Home Hour*, resuming his post on the program after an absence of nearly 17 months, during which he handled special NBC news assignments both in this country and Europe. In the new series, Baukhage comments on the national scene in the light of his personal experiences on the European front and in Washington.

LENOX R. LOHR, NBC president, New York, has donated a large silver trophy which will be awarded for the best collection of United States stamps on display at the annual International Philatelic Exhibit currently being held in Hollywood.

Make a Note of This . . .
KARK is consistently doing a bigger job—for bigger customers—than any other station in Arkansas! Before doing business in Arkansas, do business with KARK!
NBC
KARK
LITTLE ROCK, ARK.
890 KC—1,000 Watts
N.B.C. and Southcentral Quality Network, Comprising
WMC, KARK, KWKH, WSMB, KTBS
Edward Petry & Co., Inc., National Representative

Equipment

STROMBERG - CARLSON has announced a new high fidelity wide-range speaker designed for monitoring both A-M and F-M broadcasts. The useful response range is said to be extremely wide, with sound distribution essentially uniform over an angle of 100 degrees. The instrument incorporates three exclusive Stromberg-Carlson features—Labyrinth, Carpinchoe leather cone edge supports, and a nested, coaxial arrangement of the high frequency speaker within the hollow of the cone of the low frequency speaker.

GATES AMERICAN Corp., Quincy, Ill., has announced installations of Gates 250-A transmitters at WATW, Ashland, Wis.; WPAD, Paducah, Ky.; KORN, Fremont, Neb.; KBTM, Jonesboro, Ark.; WHBU, Anderson, Ind. and speech input systems at WOLS, Florence, S. C.; KVNU, Logan, U.; WGTM, Wilson, N. C.; CHNS, Halifax, N. S., along with Dynamote pickup equipment in the radio room of the House of Representatives, Washington.

RCA MFG. Co., has acquired building property at Bloomington, Ind., where it will establish another modern factory for producing "Nipper" table model radios. The new location was acquired as part of the company's expansion plans, and manufacturing facilities are to be installed immediately with the prospect of starting production by mid-year. Company officials indicated that all employes, except a skeleton supervisory staff, will be recruited in the Bloomington area. RCA Mfg. Co. now has domestic manufacturing plants for its radio and allied products in Camden; Harrison, N. J.; Indianapolis, and Hollywood, in which it employs more than 15,000 persons.

WSAZ, Huntington, W. Va., has installed an automatic tone beat for time signal broadcasts. Designed by Glenn E. Chase, chief engineer, the device couples an audio oscillator with an electric clock so that a musical note is heard every hour. The note is A above middle C and lasts one second.

KRRV, Sherman, Tex., is erecting two 280-foot shunt-fed Lehigh towers and has let the contract for a fireproof transmitter building to be located between Sherman and Denison, to house a new 1,000-watt WE transmitter. The station recently was authorized to change frequency from 1310 to 880 kc. unlimited. The directive antenna system was designed by A. Earl Cullum Jr., Dallas consulting engineer. Phasing and monitoring for the new transmitter also will be WE.

HAMMOND INSTRUMENT Co., Chicago, manufacturer of the Hammond electric organ, has introduced a new electrical "reverberation control" device on the tone cabinet which by producing echo characteristics is claimed to give the instrument a tone like a church organ.

A NEW MONITORING loudspeaker, employing a newly-designed permanent magnet mechanism which requires no power supply and housed in a cabinet permitting an unusually wide angle of sound distribution, has been announced by RCA. Unit (Model 64-B) combines the double voice coil speaker mechanism with a folded horn cabinet, enabling faithful reproduction of all frequencies between 60 and 10,000 cycles, RCA says, with cabinet resonance eliminated by the folded horn and closed back. Diffusing vanes in front of the cone spread the sound over a 100-degree arc at 10,000 cycles and the speaker mechanism is equipped with a permanent magnet field requiring no power supply. Model is rated at 10 watts and has a 15 ohm input impedance.

WMCA Starts Building Of Kearney Transmitter

WMCA, New York, is starting work immediately on the construction of a 5,000-watt transmitter at Kearney, N. J., which will replace its present Flushing, L. I., site upon completion of the installation, expected sometime in May, according to WMCA engineers. Authority to increase its power from 1,000 watts full time to 5,000 watts daytime and 1,000 watts nighttime power and to construct a transmitter at the Kearney location was issued Feb. 7 to WMCA by the FCC.

Three 325-foot towers built in parallel formation and spaced 385 feet apart, will concentrate the signal in the metropolitan area.

Transmitter will be housed in a modernistic structure of white terra cotta, windowless but with partial glass brick walls. Building, completely air-conditioned and temperature-controlled, will house emergency equipment as well as the primary transmitter. Equipment was furnished by RCA to specifications drawn by Frank Marx, WMCA chief engineer, who will direct the transmitter installation. RCA engineers also cooperated in the design of the transmitter building. Work is being done by the Washington Construction Co. under the general supervision of Lockwood Green Co., engineering firm.

Interviews Duff-Cooper

JOHN NELSON, who conducts *Candidly Speaking* on KSFO, San Francisco, claims a scoop for his Feb. 14 interview of Alfred Duff-Cooper, Britain's former First Lord of the Admirality, in the Golden Gate city on a lecture tour. After the interview Duff-Cooper told Nelson that it was his first broadcast in America.

YANKEE NETWORK's frequency modulation station W1XOJ, Paxton, Mass., previously operating with a power output of 2,000 watts, is now completing 50 kw. installation. Radio Engineering Laboratories, New York, has been adjusting and testing the new F-M transmitter, which will be the most powerful transmtiter using the Armstrong system of wide-band F-M operation. Although the equipment was not scheduled for delivery until April, it was delivered and ready for testing prior to Feb. 15.

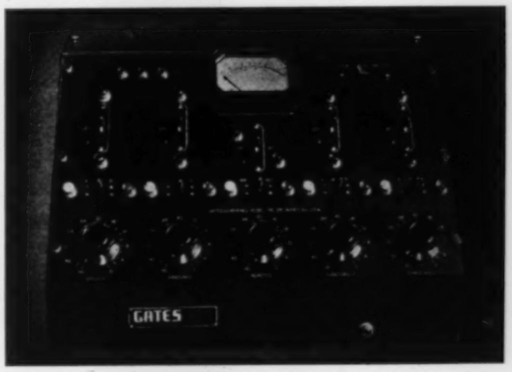
NEW 1,000-watt high fidelity broadcasting transmitter has just been installed in the Municipal Bldg. of New York City and is now being tested under the direction of Isaac Brimberg, chief engineer of WNYC, New York's municipal station. Transmitter, W2RVP, which will operate on 26.1 mc. was built by Radio Receptor Co., New York, and is the first commercial broadcast job to be constructed by this concern, although it has been building transmitters for aviation, marine and Government contract work since 1922.

WESTINGHOUSE E. & M. Co. has formed a special apparatus engineering section whose first assignment includes construction of a new transmitter for WBZ, Boston, at Hull, Mass., according to an announcement by Walter Evans, manager of the Westinghouse radio division. The WBZ transmitting plant will be similar to the 50 kw. equipment recently installed for KDKA, Pittsburgh. Ralph N. Harmon, since 1931 general engineer of the Westinghouse radio broadcast department, heads the new engineering force of 12 radio technicians specializing in general commercial design and production of radio apparatus of all types as well as handling all engineering activities of the Westinghouse broadcast department.

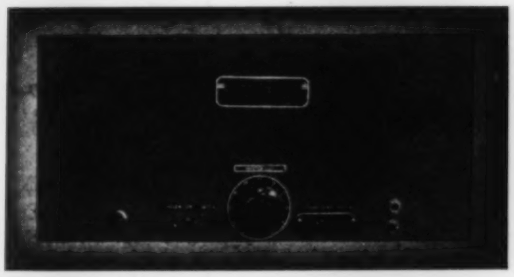
Here is

"the other barrel"

Since recent announcement of several new Gates speech units broadcasters asked for "the other barrel". Well here it is, in part at least, and you can obtain a swell 12 gauge load of information on the complete new 1940 Gates speech equipments by writing for the Gates catalog, just off the press.



An up to the minute control console that effects practically complete multi-rack control from the operator's desk. A mighty smart looking bit of merchandise also, that gives that added commercial touch to the studio group.



A new high in uniform response and a new low in noise level marks this new Gates program amplifier for a long successful career. Inverse feed back and multiple input and output control salient features.

Gates added two extra shields to the audio transformers in their new pre-amplifier series making them the answer for low background transmission. Small, high gain and universal in-out impedances make it the complete pre-amplifier.

The GATES Companies—
— GATES AMERICAN CORPORATION
— GATES RADIO & SUPPLY COMPANY
QUINCY, ILLINOIS, U. S. A.
CABLE ADDRESS GATESRADIO

COAST RWG, AFRA FORM JOINT GROUP

AN INTER-GUILD council has been established between Western Division of Radio Writers Guild and Los Angeles Chapter of AFRA, to coordinate relationship of the two organizations. A committee of three from each group will work out mutual problems. Representing RWG are Thomas Conrad Sawyer, True Boardman and Donald H. Clark. AFRA committee consists of Gayle Gordon, Donald Wilson and Fred MacCay. Establishment of the council marks the end of a long-standing feud between RWG and AFRA during which the latter refused to surrender jurisdiction over KNX, Hollywood, staff writers until their guild could show a majority of members employed on the station. Following several holdouts among them, the KNX writers recently voted unanimously to join RWG, paving the way for complete accord with AFRA.

Although major Los Angeles area transcription and production concerns deny having participated, Western Division of RWG announced that virtual approval of its proposed minimum basic agreement was given at a meeting of representatives from all groups held in Hollywood on Feb. 16. Who represented the transcription concerns at the meeting is shrouded in secrecy, but representing the writers were Forrest Barnes, president of RWG; John Boylan and attorneys George Bodle and Aubrey Finn. RWG also stated that several transcription concerns not represented at the meeting telephoned their approval of the proposed contract and announced that they would sign after suggested revisions had been made and language clarified.

On the Job

STAYING qualities of radio listeners were demonstrated recently during a stunt sponsored on WCHS, Charleston, W. Va., by Kay Jewelry Co. The jewelry firm bought two daily spots over a one-month period, announcing that everyone giving a complete report on all announcements would be given a wrist watch. The spots were placed deliberately at difficult times, like 6 a.m. and 1 a.m., just before opening and closing the broadcast. In spite of this, 11 perfect scores were reported. One woman listener stated in her report that she had listened to WCHS constantly every day, but that one day her electric service had been interrupted for 1½ hours. She offered to obtain an affidavit from the power company to prove her statement, in case any of the announcements had been given during that period.

NEW AND GREATER
WDZ
1000 WATTS
1020 KILOCYCLES

Leads Your Products to Increased Sales

WDZ ably covers one of the nation's richest farming, oil-producing, and industrial areas. It's almost evenly divided between busy urban area and prosperous farming territory—an ideal set-up for consistently steady buying. Besides the rich agricultural region in its primary area, WDZ blankets Champaign-Urbana, Decatur, Danville and Springfield (Illinois) as well as Terre Haute, Indiana. Write for new brochure of facts!

MARKET DATA

Population (Urban—461,300; Rural—696,749)	1,158,049
Retail sales (1935)	$263,207,000
Food sales (1935)	$64,440,000
Auto registration	253,225

HOWARD H. WILSON CO.
special representatives
CHICAGO NEW YORK
SAN FRANCISCO KANSAS CITY

THE SALES SPOT ON THE RADIO DIAL

WDZ
TUSCOLA
ILLINOIS

★ WDZ BROADCASTING COMPANY ★

45 NATIONAL ACCOUNTS USING WDZ, INCLUDING:

Allis-Chalmers
Absorene Mfg. Co.
Olson Rug
Smith Brothers Mfg. Co.
Standard Oil Co.
Hyde Park Beer
J. A. Folger Co.
Household Magazine
Dr. Caldwell Syrup of Pepsin
DeKalb Agricultural Assn.
Critic Feeds
Foley Honey & Tar
Sterling Beer
Carter's Liver Pills
Oyster Shell
Lens Photo Service
Union Biscuit Co.
Willard Tablet Co.

AGENCY Appointments

KERN FOOD PRODUCTS Co., Los Angeles (jams, jellies & catchup), to Lawrence Co., Los Angeles.

M. J. B. COFFEE Co., San Francisco (coffee, tea & spices), to BBDO, Hollywood, effective July 1. Agency will establish a San Francisco office to service the account.

CURTISS CANDY Co., Chicago (Baby Ruth and other candies), to Hellwig-Miller Co., that city.

MISSION HOSIERY MILLS, Los Angeles (hosiery), to Sidney Garfinkel Adv. Agency, that city. On March 4 starts weekly quarter-hour quiz program, *Radio Charades*, on KHJ, Los Angeles.

BENEFICIAL MANAGEMENT Corp., Newark, N. J. (loans), to Al Paul Lefton Co., N. Y.

HECKER PRODUCTS Corp., New York (shoe polish division), to Benton & Bowles, N. Y.

EMPIRE DIAMOND Co., Jefferson, Ia. (jewelry), to Lessing Adv. Co., Des Moines. Using radio.

JEAN MacLEAN, Des Moines (plant stimulants), to Lessing Adv. Co., Des Moines. Using radio and other media.

SERVICE LIFE INSURANCE Co., Omaha, to Benson & Dall, Chicago. Using radio and newspapers.

H. B. GLOVER Co., Dubuque, Ia. (pajamas, shirts and sportswear), to Goodkind, Joice & Morgan, Chicago.

HAWAIIAN TRUST Co. Ltd., Honolulu, T. H., to N. W. Ayer & Son, Honolulu.

JACK DEMPSEY-BILLY TAUB Clothing Stores, New York (men's clothes), to Reed Adv., New York. Radio will be used, but no plans till late March.

JACKEY PRODUCTS, Louisville (wave setter), to Van DeMark Advertising Inc., Cincinnati. Radio to be used with other media.

S. & J. SIMOWITZ SHOE STORES, Augusta, Ga. (shoe chain), to Robert Lasersohn & Co., St. Louis. Using radio and other media.

RUUD MFG. Co., Pittsburgh (gas water heaters), to Marschalk & Pratt, N. Y.

TOWNE TALK Co., Los Angeles (dessert topping), to Milton Weinberg Adv. Co., that city. Plans extensive use of California radio.

CERTIFIED MOVERS Assn., Los Angeles (moving & storage), to Lisle Sheldon Adv., that city.

CENTILEVER BREWING Co., Ft. Wayne (Nickel Plate beer), to Mitchell-Faust Adv. Co., Chicago.

STATE FARM MUTUAL Automobile Insurance Co., Bloomington, Ill., to Needham, Louis & Brorby, Chicago.

AMERICAN CAN Co., New York, to Young & Rubicam, N. Y., for all products except Keglined beer cans, effective March 1.

DI-MON-GLO Distributing Co., Los Angeles (wax), to Darwin H. Clark Adv., that city, for California. Currently sponsoring thrice-weekly quarter-hour commentary program, *America Speaks*, on KFWB, Hollywood; and a thrice-weekly quarter-hour live musical show on KMPC, Beverly Hills, Cal.

WEST END BREWING Co., Utica, N. Y. (Utica Club beer and ale), to Moser & Cotins, Utica. Radio may be used the end of March, but no plans have been made.

KSCJ
The JOURNAL
SIOUX CITY IOWA
5000 WATTS DAY
1000 WATTS NITE
The ONLY Radio Transmitter of this or greater power within 75 miles of Sioux City

RADIO dominated the second annual conference of the Junior Pacific Advertising Clubs Assn., held in Los Angeles on Feb. 24. Participating in the quiz panel discussions were (l to r) William D. Shaw, of CBS-KNX, chairman of the conference; Leo B. Tyson, vice-president and general manager of KMPC, Beverley Hills, and Don Belding, Lord & Thomas account executive on the Sunkist *Hedda Hopper* program on CBS. Featured speakers at the meeting included Vic Eckdahl, sales manager of Swift & Co., and John C. Morse, vice-president of Dan B. Miner Co. and president of Los Angeles Advertising Club.

RANGER'S RESCUE
Church Uses Special Disc to Raise Funds

ALREADY a hero to American youngsters, the *Lone Ranger* and King-Trendle Inc., Detroit producers of the show, recently created a new group of adult fans by riding to the aid of a church in distress—the First Methodist Church of Knoxville. Arranging a fund-raising program to ease the pressure of a heavy mortgage, the church entertainment committee sought the help of Harry Morris, local manager of American Bakeries, sponsors of the *Lone Ranger* series on WNOX, Knoxville, and other Southern stations.

When contacted by the Atlanta headquarters of the baking firm, the King-Trendle organization went to work and produced a specially written full-length show in which the famous masked rider came to the rescue of a mortgage-ridden church in the old-time West. Rushed to WNOX by airmail, the special transcription was presented as part of the program at the church by Fred Shepherd, WNOX account executive.

WKPT are the call letters assigned for the new local station in Kingsport, Tenn., authorized Feb. 13 by the FCC [BROADCASTING, Feb. 15].

BASEBALL!

Western - International Pro ball is the hardest-hitting league of its kind on the continent. CJOR has W-I ball to offer, plus Canada's ace sports man, Leo Nicholson.

CJOR
Vancouver, B. C.
National Representatives:
Joseph Hershey McGillvra

COLUMBIA TO PRESS LANG-WORTH DISCS

EFFECTIVE March 1, all transcriptions produced by Lang-Worth Feature Programs will be recorded and pressed by Columbia Recording Corp., CBS subsidiary. Contract, representing the first large account secured by the recording company since the formation of its new transcription and commercial record division a month ago, was signed Feb. 20 by Ralph Wentworth, president of the producing company, C. O. Langlois, general manager of that firm, and William A. Schudt Jr., head of the CRC transcription division.

Mr. Wentworth stated the new contract was made in anticipation of a large expansion in his company's tax-free releases. "We expect," he said, "that as a result of the proved success of Broadcast Music Inc. the industry will now see the tremendous advantages of securing a large reservoir of this music. Lang-Worth currently has more than 2,500 selections of tax-free music in transcription form, including 500 popular tunes under our ownership and control, many of which will now be recorded and released by Columbia. Our plans call for expansion of monthly releases throughout 1940, together with inclusion of new music from BMI as quickly as available and exploited by the networks."

AS A RESULT of reader surveys showing the importance of radio news, the *Boston Transcript* has added a 12-page tabloid supplement to its Saturday editions devoted entirely to program listings and news pertaining to radio.

CONTRACT to have all Lang-Worth tax-free musical productions recorded and pressed by the transcription division of Columbia Record Corp. is signed by Ralph Wentworth, president of Lang-Worth Feature Programs, while C. O. Langlois, general manager of Lang-Worth, and William A. Schudt Jr., manager of CRC transcription division, smile.

Haskins Soap Drive

HASKINS BROS. & Co., Omaha (Blue Barrel and Trilby soaps), has started a 26-week campaign of participation announcements and five-minute local programs on WHO, Des Moines; KFAB, Lincoln; KORN, Fremont, Neb.; KMA, Shenandoah, Ia.; KSOO, Sioux Falls, S. D.; KFEQ, St. Joseph, Mo.; KMMJ, Grand Island, Neb. Before starting the campaign, managers of all the above stations met in Omaha for a tour of the soap plant. Presba, Fellers & Presba, Chicago, is agency.

Krueger to Place

G. KRUEGER BREWING Co., Newark, is planning a spring campaign of transcribed announcements for Krueger beer and ale, which is distributed from Maine to Florida, on a list of stations not yet decided. Warwick & Legler, New York, is agency.

HARMONSON CHICKEN HATCHERY, Keller, Tex., sponsor of *Baby Pullet Man* on WBAP, Fort Worth, has expanded the program from three to five times weekly. Charlie Tabor as the *Baby Pullet Man*, handles early morning talks to poultry raisers.

Wells, Warner and Trout Subbing for Elmer Davis

WHILE Elmer Davis, CBS news analyst is on a two week's vacation in Key West, Fla., from Feb. 23 to March 10, Linton Wells, Albert Warner and Bob Trout are filling Davis' broadcast assignments. Mr. Wells, noted traveling foreign correspondent, is handling Davis' thrice-weekly five-minute news period on WABC, New York, under sponsorship of the Grace Line.

Bob Trout, CBS ace commentator, is covering the daily news summary period, 8:55-9 p. m. on CBS, while Warner, CBS Washington correspondent, and Wells share the reporting on the CBS daily 8-8:15 a. m. broadcasts from Europe.

Recently appointed by CBS to cover news from the Netherlands is Miss Marvin Breckenridge, noted American writer and photographer. New assistant to Edward R. Murrow, chief of the CBS European staff in London, is Erland Echlin, chief of the London Bureau of *News-Week* Magazine.

Lydia Pinkham Spots

LYDIA E. PINKHAM MEDICINE Co., Lynn, Mass. (proprietary), about March 1 is starting a campaign of one-minute spot announcements on New England stations not yet selected. Erwin, Wasey & Co., New York, is in charge.

TO DISCOVER how much propaganda radio editors throughout America are receiving from foreign bureaus, Russell E. Pierce, publicity director of Warwick & Legler, New York, is sending out a postcard questionnaire to all radio editors of newspapers and magazines.

Henry Selinger
joins
SHERMAN & MARQUETTE
INCORPORATED
Chicago, Illinois
March 10, 1940
as Radio Director

Purely PROGRAMS

A VARIATION of the quiz program was inaugurated by KLX, Oakland on March 1. Titled *Musical Court*, the program is broadcast from the Downtown Theater, Oakland. Four KLX announcers take microphones to various parts of the audience where spectators are asked to identify titles of song hits for which musical cues are played on the theatre organ. Persons guessing the titles are awarded $1. If the guesser sings a part of the song, he is given $2. All money from the tunes incorrectly guessed goes into a "musical jackpot", to be given away at the end of the program.

WDRC
"THE ADVERTISING TEST STATION IN THE ADVERTISING TEST CITY"
HARTFORD, CONN.

BLUE RIBBON PROGRAMS

You'll want our new brochure "Blue Ribbon Programs". Write for it. It gives you full details on all WDRC shows that are available for participating announcements or outright sponsorship.

BASIC STATION OF COLUMBIA BROADCASTING SYSTEM
National Representatives
PAUL H. RAYMER COMPANY

It's Not Our Fault
1570 Listeners Forgot
Their Morning Coffee!

IT HAPPENED between 7:00 and 7:15 in the morning, when many of us are just rubbing sleep from our eyes . . . Thousands of alert morning listeners in small towns and rural districts had already tuned in their radios to WFBL's Musical Clock. 1570 of them forgot their breakfasts and reached for pens and paper in response to a special broadcast offer. 1570 eager letters from 238 towns in 33 of New York State's 62 counties (not counting 22 towns *outside* the state) wrote in. Response that proves WFBL listeners are not only early risers . . . but eager buyers.

What WFBL did for this special advertiser * they can do for you regularly. To start the ball rolling, act now and write, wire or phone WFBL, Syracuse, N. Y.

* *Name of sponsor on request.*

ONONDAGA RADIO BROADCASTING CORP.
Syracuse, New York
MEMBER BASIC NETWORK COLUMBIA BROADCASTING SYSTEM
National Representatives, Free & Peters, Inc.

Student Drama

LOCAL high school dramatic students get a shot at treading the boards in original plays on the weekly *Campus Playhouse*, sponsored by Monnig's, local department store, on KFJZ, Fort Worth. Casts of each of the half-hour plays are composed exclusively of high school students, with no student appearing more than once. Auditions are held each week for new aspirants. With the series giving an opportunity to a large number of students by the single appearance rule, both sponsor and station have a solid tie-in with schools and students through school paper and bulletin board notices and classroom announcements. The series was renewed for the remainder of the school year after a 13-week trial, and the sponsor is considering carrying the program annually during the school term. Wally Ford produces the shows.

* * *

School Bands

DESIGNED particularly to interest young people in good music, WHP, Harrisburg, Pa., has started a news series of Sunday afternoon hours, presenting the music of high school bands of the locality. Midway in each program the superintendent or principal of the individual school represented is put on the air with a two or three-minute resume of the school's history and an admonition on the importance of music in education.

Hourly Time

NEW time signal device, accurate to 100th of a second, has been installed by Chief Engineer Charles Topmiller of WCKY, Cincinnati, to enable the station to supply automatic time signals each hour on the hour throughout the broadcast day. The hourly "beep" is broadcast regardless of what is on the air at the time, and registers automatically on an electric impulse from Washington, carried on Western Union wires directly from the Naval Observatory.

Health Protectors

DEALING with local health problems, WPEN, Philadelphia, has started a new public service series, *Guardians of Public Health*, presented under auspices of the city department of public health and arranged by Dr. Hubley Owen, director of the department. The series features talks by various health department heads and persons prominent in directing the health activities of the city. All talks stress prevention and give information on the health clinics and public medical centers in the city.

* * *

Missing Letters

FIVE contestants are asked to name a word after a broad definition of it is given, together with the word's consonants or vowels, on the new *Missing Letters* quiz feature conducted by Jerry Belcher on WRVA, Richmond, Va. Belcher also is conducting *As America Thinks*, for which he visits conventions and meetings all over the state to solicit spontaneous opinion on subjects of topical interest via personal interviews. The latter show is sponsored by Larus & Bro. Co. for Edgeworth Tobacco.

* * *

Pin Money

TIPS on how to make extra money on sparetime occupations and hobbies are furnished by Robert D. Newman, *The Extra Income Counsellor*, heard on the new weekly quarter-hour *How to Make Money* series of WEEI, Boston. A former newspaperman, Newman has made a hobby of meeting and knowing people who have made money from their hobbies while unemployed. On the programs he not only relates actual cases, but brings the people to the microphone to tell of their experiences.

* * *

Sports Prizes

NEW prize feature on KTSM, El Paso, is *Sports-Eye Treasure Chest*, sponsored by the sports publication, *Southwestern Sports-Eye*. A local phone number is called during each program, and the party answering is offered a sports question. If he answers correctly, he wins $100. If he fails, or if no one answers the phone, he receives $5, and the remaining $95 is carried over to the next program.

OBLIGING to the nth degree in the midst of the worst snowstorm of 15 years in upstate New York, Mrs. Franklin D. Roosevelt in mid-February smilingly shivered through an interview with Fred Jeske, of WSYR, Syracuse. In zero cold, with 16.9 inches of snow on the ground, Mrs. Roosevelt came out to the street after an inspection of the Syracuse Housing Project to find Jeske standing up to his knees in the snow, on the possibility that he might get her on the air.

* * *

Gaslight Days

GAY NINETIES is the theme of the new *Gaslights & Bustles* program started early in February by Leisy Brewing Co. on WGAR, Cleveland. The program features oldtime songs, Cleveland's history, three song-title quizzes and singing by the studio audience, with regular participants, including a 10-piece orchestra, quartet, guest singer and m.c., in costumes of the period. Tickets to the weekly show are distributed only through regular Leisy dealers. The opening broadcast, before 500 dealers and their families, was so successful that five similar dealer audiences will be treated to the show before it is opened to a regular studio audience. BBDO, Cleveland, handles the Leisy account and program.

* * *

Child Problems

CHILD psychology is discussed during the weekly quarter-hour program, *Nancy Prentice Mothers Club*, on the Arizona Network. Presented under supervision of the psychology department of the Arizona State Teachers College, the program originates from KOY, Phoenix.

* * *

The Listener Speaks

SELECTED fan mail, along with answers to listeners' questions about different programs and artists, is read on the new *Mail Bag* program, heard twice weekly on WLAW, Lawrence, Mass.

—the foremost feminine name in St. Louis radio—exclusive over ST. LOUIS KWK

Guests of Denver

A NEW weekly program launched on KOA, Denver, *Who's in Denver Tonite?*, by Louise Wadsworth and Jack Lyman, station production manager, provides interviews with prominent Denver visitors in the foyer of the Silver Glade Ballroom at the Cosmopolitan Hotel. Miss Wadsworth presents the men interviewed with a Colorado grown carnation. Women interviewed by Lyman receive Colorado grown gardenias.

* * *

Contest Offers

PLUS service to both listeners and advertisers is offered by KSTP, St. Paul, on a new weekly series of two-voice reviews of all merchandising contest offers heard on KSTP programs. Mimeographed copies of all scripts are sent to each advertiser mentioned. The station also is continuing its practice of using available station-break periods for special 30-word plugs calling attention to new or current shows.

* * *

Chronological Gamut

TO COMPLEMENT its transcribed *Voices of Yesterday* series on WNOX, Knoxville, Tenn., the local Morris Plan Bank has started two other features written and produced by Ruth Hendrickson, WNOX continuity writer—*Voices of Today*, on which local civic leaders appear, and *Voices of Tomorrow*, featuring interviews with outstanding grade and high school students of Knoxville schools.

* * *

For Sunday Schools

A BROADCAST titled *Religious News*, released by KROW, Oakland, Cal., Sunday mornings, is heard in Sunday Schools throughout the Bay area. Through the cooperation of the East Bay Religious Fellowship, churches and Sunday schools are arranging to tune in the program, which carries news of all denominations.

* * *

Houston Styles

SPONSORED by Battlestein's, local exclusive women's shop, a new quarter-hour weekly show on KTRH, Houston, presents Carmelita Mitchell, Houston fashion editor, interviewing the season's debutantes and incorporating seasonal style notes.

* * *

California Snow

A WEEKLY report on snow, road and ice skating conditions, *Snow Sports* is broadcast by KGO, San Francisco, at 5:05 p.m. Fridays.

SHODDY HOBBY of Ralph Massey, conductor of the WKRC, Cincinnati, *Farm Front*, is shoeing horses. Recently he drove to Richmond, Ind., to convince a skeptical rural listener that he was a dyed-in-the-wool hayseed.

* * *

On Bringing Up

TWO teams of parents compete in answering questions based on child-raising problems on the new *Parents' Classroom*, sponsored by a local dairy on WTCN, Minneapolis. The teams, representing various clubs and groups, win cash prizes of $15 and $10 for the club treasury, and individual contestants each win a one-week supply of free milk. The sponsoring dairy also gives parties at its plant for participating organizations.

* * *

Civic Service

TO START March 3 on KROW, Oakland, Cal., under sponsorship of a local paint company, *Community House*, is devoted to interviews, talks and calendars of local organizations. The series is to be opened by Mayor William McCracken.

* * *

Editors on WPTF

GENERAL commentary on community news by a visiting North Carolina editor is broadcast each Sunday by WPTF, Raleigh, on its quarter-hour *Sunday Editor* feature. The program is designed not only as a good public service feature, but also to cement the newspaper-radio contacts established by the station with the press of the State.

* * *

Tales of the Law

DESIGNED to create friendly relations between the legal profession and general public, the Arizona Bar Assn. has inaugurated a weekly quarter-hour program, *True Legal Dramas*, on three Arizona Network stations (KOY KTUC KSUN).

Knew the Answers

PRODUCTION staff of KDKA, Pittsburgh, got red faces recently during one of the *Greater Pittsburgh Speaks* quiz programs. Right in front of a studio audience of 100 the contestants, made up of two teams of fish salesmen and meat salesmen, suddenly produced a script on which was written the correct answers. The contestants passed it back and forth among themselves before surprised Dave Garroway, quiz master. With the contest headed for a tie, each side scoring 100% on each question, Garroway finally broke up the stalemate by ad libbing the concluding questions.

Leap Year Music

A RECENTLY launched program on KGO, San Francisco, *Lyrics for Leap Year*, is a light and sophisticated musical program, featuring Dorothy Allen, songstress and Ted White, tenor. The idea was conceived some years ago by Carleton E. Morse, *One Man's Family* author.

* * *

Sports Board

A NEW *Sports Quiz* program, in which authorities take on all questions offered by the audience, has been added as a Wednesday night feature on WWJ, Detroit. The replying panel comprises Sam Greene and E. A. Batchelor of the *Detroit News* sports staff, Gus Dorais, U of Detroit football coach, and Paul Williams, WWJ announcer.

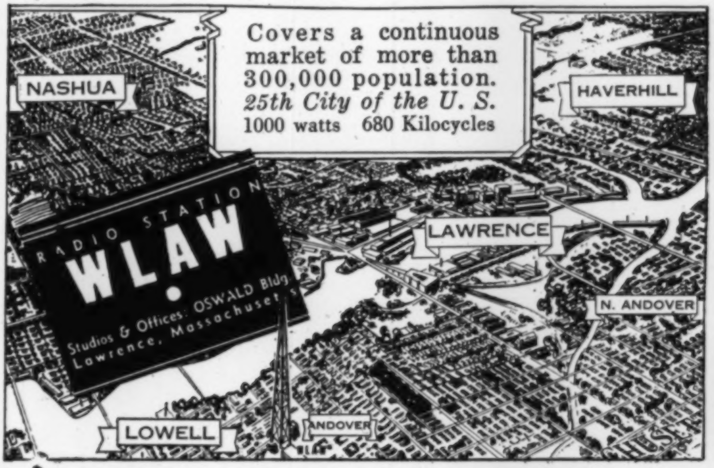
Lively SHOWMANSHIP brings lively RESPONSE IN THE Intermountain Market

KDYL

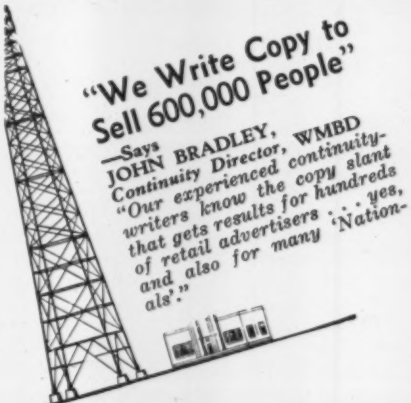
THE POPULAR STATION
SALT LAKE CITY

Representative
JOHN BLAIR & CO.

NBC
RED NETWORK



Covers a continuous market of more than 300,000 population.
25th City of the U. S.
1000 watts 680 Kilocycles



"We Write Copy to Sell 600,000 People"

—Says JOHN BRADLEY, WMBD *Continuity Director*, *"Our experienced continuity-writers know the copy slant that gets results for hundreds of retail advertisers . . . yes, and also for many 'Nationals'."*

IT'S RESULTS THAT COUNT!

Over 300 progressive retailers, in Peoria and neighboring cities, use WMBD regularly to cover this prosperous Central Illinois market . . . and they renew year after year.

It's a rich, concentrated area . . . half industrial, half agricultural . . . with higher-than-average income and living standards.

Only by using WMBD can this 600,000 "Peoriarea" be covered thoroughly and economically. It's one station that belongs on every National list.

NATIONAL REPRESENTATIVES
Free and Peters, Inc.

TEST SPOT of the MIDDLEWEST

THE HEART OF ILLINOIS

MEMBER CBS NETWORK

WMBD

PEORIA, ILLINOIS

Thomas Televised

FIRST sponsored program to be telecast simultaneously with its broadcast is *The Day's News*, quarter-hour commentary broadcast of Lowell Thomas for Sun Oil Co. on the Blue Network, Monday through Friday. Beginning with the broadcast of Jan. 21, the programs on Wednesday, Thursday and Friday have been televised on W2XBS, New York, as well as broadcast, as an experiment that will be continued for an indefinite period in order to study audience reaction to watching as well as hearing a news commentator.

Television in Altoona

THREE-DAY demonstration of television was held in Altoona, Pa., Feb. 21-23, by the William F. Gable Co., local department store, through the auspices of KDKA, Pittsburgh. A battery of four receivers, camera and other equipment was installed under supervision of KDKA Chief Engineer Joe Baudino. Five shows were presented daily, with Ed Schaughency as m.c. and talent provided by WFBG, Altoona station owned and operated by the Gable firm. The project was arranged by Ed J. Calahan, president of the Artists Bureau Inc. of Pennsylvania.

NBC and RCA television engineers invaded the annual Westminster Kennel Club Dog Show at Madison Square Garden, New York, Feb. 14, to experiment in televising "dog obedience" trials.

Television News Notes

Philco Progress

THREE new developments in television research were demonstrated Feb. 14 by Philco Radio & Television Corp. at a special showing in Philadelphia attended by radio and science news writers from New York, Washington and Philadelphia. Described by William H. Grimditch, Philco vice-president in charge of engineering laboratories, included a 605-line 24-frame picture, claimed to yield a 30% increase in detail; plug-in reception based on vertical wave transmission permitting use of a built-in vertical loop antenna rather than the customary dipole antenna designed for horizontal signal polarization, and discrimination against man-made static through use of the loop antenna to reduce diathermy and noise interference.

* * *

Seeks Boston Video

BOSTON EDISON Co., former licensee of WEEI, now leased by CBS, on Feb. 19 filed with the FCC an application for a new television station in Boston, to use the 78,000-84,000 kc. band. John J. Murray, Boston attorney and for a time special counsel to former Chairman Frank R. McNinch of the FCC, filed the application. RCA equipment is specified.

Styles Seen in Plane

TO INAUGURATE a nationwide promotion campaign for their line of Sensibly Young dresses, Weinberg, Weinberg & Alpern, New York, on Feb. 23 cooperated with NBC in staging a television style show, telecast for an hour in the afternoon by W2XBS, New York. Show was put on in the United Air Lines hangar at LaGuardia Field and was witnessed by 17 fashion editors in a plane flying over the city by means of a standard receiving set being mounted in the plane, as well as by the video set-owning public. Receivers were also set up in three department stores: Franklin Simon & Co., Manhattan; Frederick Loeser & Co., Brooklyn, and L. Bamberger & Co., Newark, for the convenience of their customers. Set-in-plane stunt was first tried out last fall, when a group of radio and aviation editors watched a W2XBS telecast while flying to Washington in a United Air Lines ship [BROADCASTING, Nov. 1].

* * *

Indoor Sports Televised

TWO TELEVISION firsts in the sports field were claimed by W2XBS, NBC's video station in New York. On Feb. 25 the professional hockey game between the New York Rangers and Montreal Canadiens was covered by the NBC television cameras, and on Feb. 28 they picked up the basketball game between Fordham and Pittsburgh. Both telecasts originated at Madison Square Garden and were announced by Bill Allen.

* * *

NBC Shifts Schedule

AFTERNOON telecasts of W2XBS, New York, have been moved up an hour and now start at 3:30 instead of 2:30. Shift is designed to increase the afternoon juvenile audience for television; youngsters who are in school at the earlier hour can be home by 3:30.

* * *

News for Don Lee

W6XAO. Don Lee television station in Los Angeles, recently arranged with KFRC, San Francisco, for film of Bay area news happenings to be planed to the station for showing. Mel Venter is in charge of filming, assisted by Al Hunter of the KFRC news bureau.

Craven and Ring Inspect Television

LARGE SCREEN television, developed by RCA, was demonstrated Feb. 24 to FCC Commissioner T.A.M. Craven and Assistant Chief Engineer Andrew D. Ring at Camden, N. J., in a second inspection trip made by FCC officials. It was reported the officials were impressed with the strides made in projection of television to a 4 x 6 ft. screen, utilizing 441-line RMA standards.

Commissioner Craven, chairman of the FCC Television Committee, which recommended limited commercial operation of visual radio, spent Feb. 26 in New York to inspect visual operations there, including CBS, Dumont, NBC and other experimental installations.

Meanwhile, W. R. G. Baker, manager of GE radio and television engineering, predicted that recent experiments with television relay between New York and Schenectady, indicated successful "networking" of television within a short time. He predicted the first extensions would be from New York to Chicago and thence to Boston and New England. Use of automatic "repeater" stations to overcome limited coverage characteristics of the ultra-highs would permit networking of television, GE, RCA and other witnesses had testified before the FCC at the recent hearings.

Actors-Chorus Equity Elect

WALTER GREAZA, member of the council of Actors' Equity Assn., and Ruth Richmond, executive secretary of Chorus Equity Assn., have been appointed as representatives of these organizations on the five-man television administration committee recently agreed to by the various talent unions who have been contending for jurisdiction over performers employed in the television field [BROADCASTING, Feb. 15]. Representatives of the Screen Actors' Guild and of AFRA had not been named at press time, but it was expected that the AFRA board, at its meeting on Feb. 29, would appoint Emily Holt, executive secretary, and George Heller, assistant executive secretary, as alternate committee members.

KICA, Clovis, N.M., was authorized Feb. 20 by the FCC to increase operation from daytime and specified hours at night to unlimited time on 1370 kc. with 100 watts.

MIGHTY MIKE SAYS

YOU CAN'T COVER PHILADELPHIA WITH AN OUT OF TOWN STATION

HERE'S EVIDENCE • THANKS TO N. W. AYER

N·W·AYER & SON
INCORPORATED
ADVERTISING
HEADQUARTERS

PHILADELPHIA

February 6, 1940.

Mr. Roger W. Clipp.
General Manager, WFIL,
Philadelphia, Pa.

Dear Roger:-

You will be interested to learn that we had C.A.B. make some special tabulations for us from their regular telephone interviews on the subject of the Lone Ranger program as applied to Philadelphia listeners.

The tabulations indicated that the Lone Ranger was heard in Philadelphia over Station WFIL and also over WOR:-

1. For the period of September, October and November, 1939, 71.6% of the listeners heard the program over WFIL and 28.4% heard it over WOR.
2. During the period of October, November and December, 1939, 78.6% heard it over WFIL and 21.4% over WOR.

Another thing that will interest you is that the investigation revealed that the Lone Ranger is actually more popular in Philadelphia than it is throughout the nation.

I thought you might like to know this.

Cordially yours,

C H Cottington

C. H. Cottington/M Vice President.

FOR LOW COST CIRCULATION IN PHILADELPHIA, ADVERTISERS BUY WFIL

NATIONAL REPRESENTATIVES
EDWARD PETRY, INC.

N. B. C. BLUE AND
MUTUAL NETWORKS

WBAL
means business
in Baltimore

in the CONTROL ROOM

LESTER H. CARR, formerly chief engineer of KSTP, St. Paul, has been appointed engineer in charge of the WBBM-CBS transmitter near Glenview, Ill., according to Frank B. Falkner, operations engineer for the CBS-Central division, and chief engineer of WBBM, Chicago. Carr was named to succeed L. A. (Pat) Paulson who died recently. At the same time, Falkner named D. H. Little as transmitter supervisor for the Glenview plant.

DICK BAILEY, CBS Hollywood sound effects engineer, and Winifred Gayle were married in Altadena, Cal., Feb. 11.

ROBERT NICHOLS recently resigned as chief engineer of KSRO, Santa Rosa, Cal., and was succeeded by Howard McCauley, with the station for the past year.

DWELLE S. HOAG, operator of W8EID, and Benjamin Grovatski, new to radio, have joined the engineering staff of WGNY, Newburgh, N. Y. Robert R. Clearwater has taken over as control operator in WGNY's Poughkeepsie studio.

WILLIAM NUGENT, NBC Hollywood sound effects engineer, and Shirley Munkelwitz of New York, were married Feb. 16 in Yuma, Ariz.

OSCAR M. HAVEKOTTE, a director of the company for the last eight years, has been elected president and general manager of International Stacey Corp., effective Feb. 19. He succeeds the late Lewis J. Brown.

ROBERT MINTON has joined the engineering staff of WRBL, Columbus, Ga., succeeding Drew Adamson, who left to join AT&T.

KEN SHIRK, chief engineer of WIND, Gary, Ind., married Isabell Brown on Feb. 13.

EDWARD A. KROENKE, graduate of Midland Television School, has joined KMBC, Kansas City, as transcription engineer.

J. R. POPPELE, chief engineer of WOR, Newark, has been appointed chairman of the Newark Red Cross Roll Call, which opens March 13.

GILBERT McDONALD, controlman of WOV, New York, is the father of a seven-pound girl born recently.

R. R. OWEN Jr., for 14 months with the engineering staff of WATL, Atlanta, has joined WAPO, Chattanooga.

A. S. PARRISH, formerly radio service man in Unionville, Mo., has joined the engineering staff of KWOC, Poplar Bluff, Mo.

GILLETTE OWENBY, engineer of KVOO, Tulsa, Okla., is the father of an eight-pound girl born recently.

FRANCIS H. BOISVERT has been named chief operator of WKNY, Kingston, N. Y.

Operators' Skis

SEVERAL pairs of skis have been added to the permanent equipment of W1XPW, F-M station atop Connecticut's Meriden Mountain operated by WDRC, Hartford. The ski purchases were made after the recent New England blizzard completely isolated W1XPW operators—who now will be required to become competent skiers to insure uninterrupted operation of the station despite the elements.

SPECIAL tribute to the efficient transmitter staff of WOR, Newark, for establishing a 1939 record of 8,221 hours of errorless technical operation was this trophy, presented on behalf of Western Electric Co. by F. R. Lack (left) to J. R. Poppele, WOR chief engineer, who accepted for the staff. The presentation was made Feb. 21 at a luncheon in New York.

Federal Rule Clarifies Chief Engineers Status Under Wage-Hour Laws

CHIEF ENGINEERS of stations who do not perform a substantial amount of work of the same character as that performed by men working under them are classified as executives and therefore are exempt from the overtime provision of the Wage & Hour Act, according to an informal ruling Feb. 15 by Rufus G. Poole, associate general counsel of the Wage & Hour Administration.

Replying to Joseph L. Miller, NAB director of labor relations, Mr. Poole said that if the only "non-exempt" work performed by a chief engineer is four or five hours in a 42-hour week, it was his opinion that such non-exempt work does not constitute a "substantial amount of work".

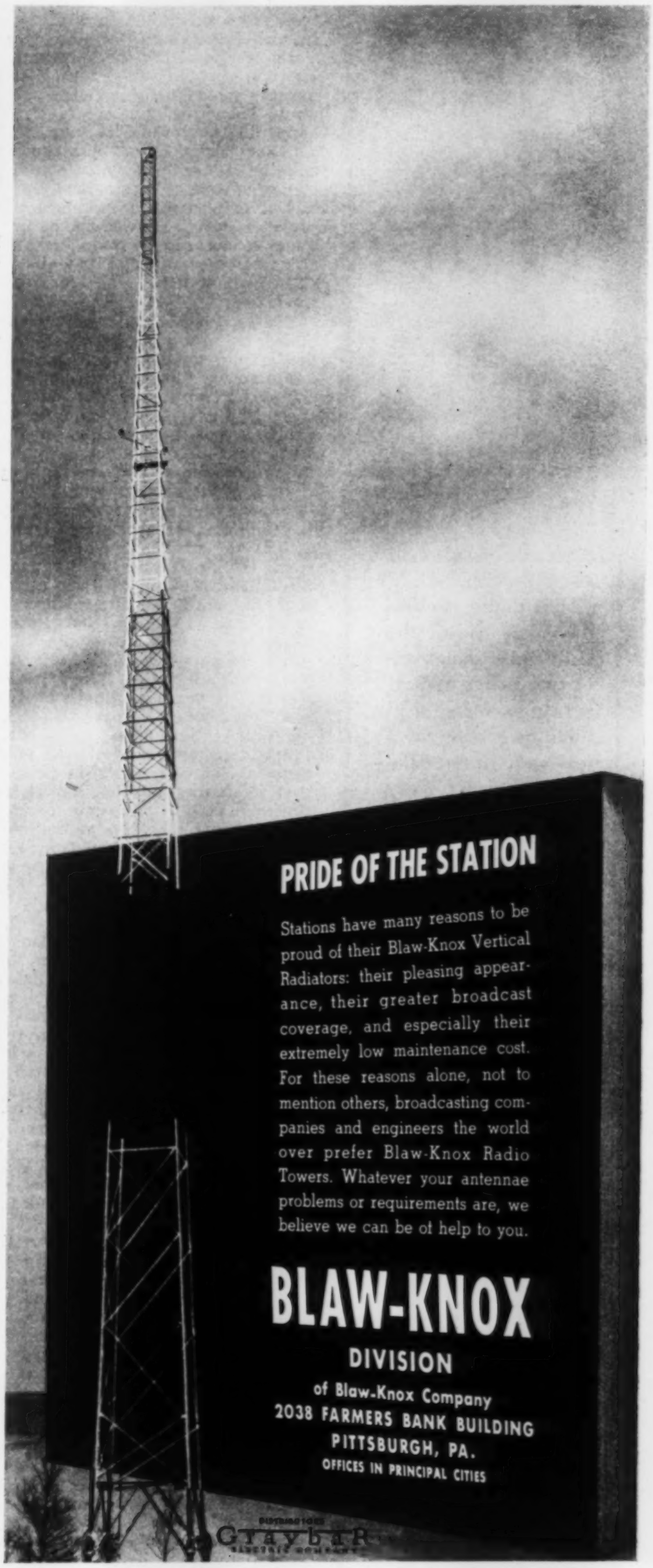
Citing another case, in which a chief engineer spends one day out of five in doing the work of his subordinate, Mr. Poole said it was the Administration's opinion that the courts probably would consider 20% of an employe's work to be a "substantial amount" in which event the chief engineer would be considered to be performing work of the same nature as that performed by non-exempt employes.

A third instance, in which a chief engineer does no regular work of the same character as subordinates but irregularly relieves subordinates in an emergency and in cases of illness, Mr. Poole said involves a question of fact whether or not the "irregularity" of the substitute work performed constitutes a substantial amount of non-exempt work.

WOV Announcers to ACA

ANNOUNCERS of WOV, New York, who have been affiliated for two years wiht AGRAP, decided on Feb. 13 to forego the affiliation when the current contract expires March 15 and align in a combined front of announcers and engineers with the ACA. ACA will negotiate a new contract, effective March 15, with the usual ACA benefits. The WOV engineers have been represented by ACA for more than two years.

PHILADELPHIA local (No. 28) of American Communications Assn., CIO union with jurisdiction over radio, has moved to new offices at 1626 Arch St.


PRIDE OF THE STATION

Stations have many reasons to be proud of their Blaw-Knox Vertical Radiators: their pleasing appearance, their greater broadcast coverage, and especially their extremely low maintenance cost. For these reasons alone, not to mention others, broadcasting companies and engineers the world over prefer Blaw-Knox Radio Towers. Whatever your antennae problems or requirements are, we believe we can be of help to you.

BLAW-KNOX
DIVISION
of Blaw-Knox Company
2038 FARMERS BANK BUILDING
PITTSBURGH, PA.
OFFICES IN PRINCIPAL CITIES

Lessons from The 'Mars Invasion'

(*Continued from page 20*)

even frightened. But it would be an excitement based on the dramatic realism of the program. There would not be the intense feeling of personal involvement. He would know that the events were happening "out there" in the studio, not "right here" in his own state or his own county. In one instance a "correct" (esthetically detached or dramatic) standard of judgment would be used by the listener to interpret events, in another instance a "false" (realistic or news) standard of judgment would be employed.

The number of listeners who dialed to the program after the preliminary announcement may be approximated by information obtained in two separate investigations. The data from each of these studies furthermore amply demonstrate that the time a person tuned in was a major determinant in shaping his later reactions.

In a special survey conducted for the Columbia Broadcasting System (CBS) the week after the broadcast, interviews were made throughout the country on 920 persons who had listened to the broadcast. Among other questions asked were "At what part of the program did you tune in?" and "Did you realize it was a play or did you think it was a real news broadcast?" Forty-two per cent said they had tuned in late. There was a very pronounced tendency for those who tuned in late to accept the broadcast as news, and for those who tuned in at the beginning to take it as a play. Only 12% of the persons interviewed listened from the beginning and thought they were hearing a news report.

An Interruption?

In the survey made by the American Institute of Public Opinion the question was asked "Did you listen from the beginning, or did you tune in after the program had begun?" Sixty-one per cent answered that they tuned in after the program had started, 35% listened from the beginning, 4% did not remember. Here again we find that those who tuned in late tended much more than others to regard the broadcast as news. Only 4% of the sample tuned in from the beginning and believed the broadcast to be a news report.

Both of these studies lead to the same conclusion: That tuning in late was a very essential condition for the arousal of a false standard of judgment. To be sure, many people recognized the broadcast as a play even though they tuned in late. But for our present purposes it is important to raise and to answer the question of how anyone who tuned in at the beginning could have mistaken the clearly introduced play for a news broadcast.

Analysis of these cases reveals two main reasons why such a misinterpretation arose. In the first place, many people who tuned in to hear a play by the Mercury Theatre thought the regular dramatic program had been interrupted to give special news bulletins. The technique was not a new one after their experience with the radio reporting of the war crisis in October 1938. And it was a more usual procedure to accept such news reports as irrelevant to the expected program than as an integral part of it. Of the 54 persons in the CBS survey who listened from the beginning and thought the broadcast was a news report, 33 (61%) said that the interruption seemed to them authentic.

The other major reason for the misunderstanding is the widespread habit of not paying attention to the first announcements of a program. Some people do not listen attentively to their radios until they are aware that something of particular interest is being broadcast. Since the beginning of the hour is concerned with station identifications and often with advertising, it is probably disregarded. About 10% of the 54 people who misinterpreted the broadcast although they heard it from the beginning said they had paid no attention to the announcements. These people obviously just happened to be tuned to the Columbia station and were not, like the others who erred, anticipating the *Mercury Theatre*.

Anyone who studies the characteristics of radio knows that one of its chief shortcomings is its inflexibility as far as time is concerned. The listener must be at his dial at the right moment if he is to hear the program. In this respect print obviously enjoys an enormous advantage. Newspapers, magazines and books can be read when it is convenient to read them, whereas a radio program exists for a few brief minutes and then disappears forever. The broadcaster can point out, however, that comparatively few people do much reading.

The disadvantage of radio has many practical consequences for the advertiser, the politician, or the educator. The advertiser does not want to send his expensive commercial announcement into an air thinned of potential customers. The clever politician does not want to waste his best oratory before he has attracted the greatest possible audience.

The great bulk of the latecomers consist of people who either turn their dials casually at the beginning of the hour trying to find something that pleases them or of people who intended to listen to a specific program when it began but misjudged the time. The CBS survey showed that two-thirds of those who had tuned in late did not know what program they wanted to hear as they turned their dials, while 12% of the late-comers had actually intended to listen to the Orson Welles broadcast at the beginning.

New Techniques Needed

Tuning in late, then, is a normal aspect of the listening situation. But now we discover that tuning in late may lead to mass hysteria. Such a phenomenon is so far rare but might conceivably become important in time of crisis or national emergency. In such situations it may be necessary to use different techniques to give news or information, perhaps wording a report in such a way that late listeners could understand it without becoming frightened. This problem is important for our purposes now since we must discover why approximately 50%—an unusually high proportion—of the listeners to this broadcast tuned in late, as the combined figures of the American Institute and the CBS surveys reported above seem to indicate.

The large percentage of listeners who tuned in on this special occasion after the program had begun seems chiefly due to two reasons. In the first place, it must be remembered that the *Mercury Theatre* program was competing with the most popular program of the week, that of the versatile wooden hero, Charlie McCarthy. The regular weekly survey of Hooper Inc., a commercial research organization checking on the audiences of programs, estimated the ratio of listeners to Orson Welles and Charlie McCarthy as 3.6 to 34.7. According to restricted "meter-checks" the average family listens 48 min-

'In The Mood'

OF THE numerous letters requesting dedications that WWL, New Orleans, receives, one of the most unusual reached the station the other day. It asked a dedication for Augustin Peterman of Pascagoula, Miss., who celebrated his 110th birthday. Mr. Peterman is the father of 12, grandfather of 22 and great-grandfather of 10. The request was for "In the Mood".

CLARK
for
QUALITY
in
ELECTRICAL
TRANSCRIPTION
PROCESSING

SINCE the earliest days of radio the skill and exactness of our processed recordings have told their own story of a job well done. Today practically every well known transcription producer is a *Clark* client. If you are interested in quality transcription processing we are at your service.

Clark
Phonograph
Record Co.
Newark, N.J.
216 High St.
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South Carolina's
ONLY
Regional
CBS
Station
WCSC
Charleston, S. C.
1000 watts
Free & Peters, Representatives

KFRU
●
COLUMBIA, MISSOURI
A kilowatt of power on 630 kc. daytime with 500 watts at night.
A Sales Message over KFRU Covers the Heart of Missouri
●

FIFTEEN years of continuous broadcasting with one station is the record achieved by Carleton Dickerman, announcer and producer at WEEI. Fans remembered him with letters, cards, telegrams, gifts.

utes out of the 60 minutes to the Charlie McCarthy program. Since McCarthy and his stooge Bergen were the recognized features of this competing broadcast, it seemed probable that some people who did not listen throughout the whole hour would either turn off their radios when the dummy act was finished or would cruise around on the dial until they found something that interested them. If many persons did this, it is likely that they would misunderstand the nature of the Welles broadcast and keep their sets tuned to that program to learn more about the situation being so vividly described.

They Told Their Friends

To check this possibility, 846 cards were sent to persons all over the country known to have listened to the *Mercury Theatre* broadcast. They were asked if at any time during the hour they had heard the Charlie McCarthy program, and, if so, had they tuned out when Charlie McCarthy had finished his first act. Cards were returned by 518 persons. Eighteen per cent reported that they had heard the competing program and 62% of these said they had tuned out when McCarthy had finished his first act and that they had then kept their dials set to Orson Welles. The excitement of the Martian invasion then apparently stopped the dials of about 12% of Charlie McCarthy's devotees.

A second important reason for the increase in the number of late arrivals was the contagion the excitement created. People who were frightened or disturbed by the news often hastened to telephone friends or relatives. In the survey made by the American Institute of Public Opinion all people who tuned in late were asked "Did someone suggest that you tune in after the program had begun?" Twenty-one per cent said "Yes." In a special telephone study made for CBS by Hooper, Inc., it was found that 15% of the 103 persons interviewed had tuned in late to the program because they were telephoned to do so, in the CBS survey 19% were found to have listened after the beginning because others told them to hear the news.

Tuning in late to this broadcast was, then, partially due to a well known radio habit and partly to the fact that the program was sufficiently exciting either to keep some listeners fixed to this program or to stimulate other listeners to tell their friends to listen to the strange reports. In any event, tuning in late was very decisive in determining whether or not the listener would follow the program as a play or as a news report. For the story of the Martian invasion was so realistic that misinterpretation was apt to arise without proper warning signals.

Shinola on NBC

HECKER PRODUCTS Corp., New York, has appointed Benton & Bowles, New York, to handle all products manufactured by the Shoe Polish division, including Shinola Paste and White Cleaner, 2-in-1 and Bixby's Jet-Oil. For Shinola, the company is planning an interview type program to start March 16 on 45 NBC-Red stations, Saturday, 10-10:30 p. m., although full details have not been completed.

Gen. Mills Shifts

GENERAL MILLS, Minneapolis, effective March 18 will replace its *Betty & Bob* serial with *Light of the World* on 28 NBC Red and Blue stations advertising "Softasilk" Cake Flour; *Arnold Grimm's Daughter* will be transcribed and heard as spot on 22 stations for Corn Kix. Blackett-Sample-Hummert, Chicago, is agency.

CANADIAN Association of Broadcasters has moved executive offices to the Victory Bldg., 80 Richmond St. West, Toronto.

Candy Firm Testing

GENERAL SUGAR PRODUCTS Co., San Francisco, recently launched a test radio campaign on stations in three California markets—San Diego, Oakland and Sacramento—on behalf of its new product, Pref, for frostings and candies. The sponsor is using participations in home economics programs and one-minute transcribed dramas in daytime hours, placed through J. Walter Thompson Co., San Francisco.

MUZAK, wired broadcasting system, on Feb. 15 assumed the servicing of 72 outlets in New York City, which were formerly supplied with music by Tele-Music and Tele-Programs, both of New York. All of the latter two companies' accounts are now serviced by Muzak.

SECOND LARGEST COVERAGE OF ANY CINCINNATI STATION
550 Kc
5000 WATTS DAY
1000 WATTS NIGHT
WKRC
CINCINNATI
NATIONAL REPRESENTATIVES
WEED AND COMPANY
NEW YORK • DETROIT
CHICAGO • SAN FRANCISCO

DON'T *Ever* OVERLOOK

GREENSBORO, N. C.
Because it centers one of the most populous and wealthiest areas of the South.

GREENSBORO, N. C.
Because, at the 50-mile radius it tops even Richmond and Atlanta.

GREENSBORO, NORTH CAROLINA
Because it is still growing bigger and more prosperous.

WBIG Because it is the only station in Greensboro, N. C.

WBIG Because it adequately covers the Greensboro 50-mile radius and well beyond with 5,000 watts.

WBIG Because it is the popular station of the South's No. 1 choice in spot markets, with CBS programs and a wealth of local talent that would surprise you.

WBIG
5000 W. Day
1000 W. Night
C. B. S.

EDNEY RIDGE
Director

GREENSBORO
NORTH CAROLINA

Nationally Represented by
GEORGE P. HOLLINGBERY AND COMPANY
NEW YORK • CHICAGO • ATLANTA • SAN FRANCISCO
DETROIT

1000—STREAMLINED—Watts
(Daytime)
WCAP
"In the Heart of the Motor Industry"
PONTIAC — — MICHIGAN

Senator's Aide Is Head Of Senate Radio Gallery

D. HAROLD McGRATH, for four years secretary to Sen. Schwellenbach (D-Wash.), on Feb. 16 was named first superintendent of the newly-established Senate radio gallery. Before coming to Washington with Sen. Schwellenbach, Mr. McGrath had spent 25 years in newspaper work in the Northwest. During this period he did some free lance sports announcing on KUJ, Walla Walla, Wash. His appointment to the radio gallery post was made following the recommendation of the standing committee of radio correspondents and acceptance of a special resolution by the Senate. William Vaughn, of Glascow, Ky., has been named assistant to Mr. McGrath. Robert M. Menaugh is superintendent of the House gallery.

Mr. McGrath

WHEELING STEEL Co., Wheeling, W. Va., has been invited to bring its MBS Sunday *Musical Steelmakers* program to the New York's World Fair for a guest appearance in 1940, following the success of the program's origination from the Fair last June. Exact date has not yet been set for the entire cast of the program to visit the Fair, but it will probably be early in June.

Engineers Ponder F-M, Reallocation

(Continued from page 18)

of switchover probably will have to be allowed. Because of the allocation complications, Mr. Ring advised engineers the FCC requirement that power be measured directly in the antenna will be postponed until some 60 days following the reallocation.

FM, which has permeated the industry like wildfire as the new vista of broadcast operation, consumed more conference time than any other subject. Maj. Edwin H. Armstrong, father of FM and inventor of wide-band operation, opened discussions with a general dissertation on the system. His keynote, as in past discussions, was that wide-band FM delivers to listeners a signal of high fidelity, free of interference.

Yankee, GE Progress

Yankee Network experience with FM, by virtue of its pioneering operations from Mt. Asnebumskit, was outlined by Paul A. DeMars, technical director. General Electric Co., also in the forefront of experimentation and manufacture, told of its experiences through I. R. Weir and H. P. Thomas, engineering executives. Multiple operation of stations on the same channel, using FM, with a minimum of interference or mush area, was described by these engineers. R. F. Shea of General Electric Co., described FM receivers and circuits.

Mr. Ring, in his "question box" appearance, also found occasion to comment on FM, which will be the subject of a general allocations hearing before the FCC March 18. He said there would be no further grants of FM stations before this hearing.

Use of ultra-high frequency for broadcasting, Mr. Ring said, opens three possible methods—amplitude modulation, narrow band frequency modulation, and wide band frequency modulation. He said that for practical purposes there is no difference in quality between AM in the standard band, AM in the ultra-highs and FM in the ultra-highs. The signal to noise ratio is better with FM, and he pointed out that if the shift to FM is made, approximately 40,000,000 receiving sets would require replacement.

Quality now received is limited mainly by the microphone and the loudspeaker, Mr. Ring declared, asserting that distortion was the main reason for the majority of listeners turning down tone control on their receivers. While the listener loses high fidelity in doing this, he also minimizes the more undesirable distortions, he pointed out. An anomoly connected with FM, Mr. Ring said, is that transmitters are less expensive while receivers are more expensive and that in view of public interest this hardly reflects the proper industry trend.

Television came in for a brief siege and Mr. Ring asserted there still is some doubt whether visual radio is technically far enough along to be placed in regular service. He pointed out the FCC is now engrossed in a detailed study and probably would have a decision on television shortly [see page 16].

The Noise Problem

Noise, one of technical radio's most important but least pursued problems, was discussed by J. H. DeWitt, chief engineer of WSM, Nashville. Describing an extensive study at WSM in determining the limit of noise background to which the average listener can be subjected without disrupting reception, he said that atmospherics are responsible for substantial loss of quality and coverage. He advocated intensive study of man-made interferences with reception.

At a round-table on receivers, conducted by D. D. Israel of Emerson Radio Co., and William F. Cotter of Stromberg-Carlson, engineers were of one accord that much of the poor quality in reception could be traced to the acoustics system, rather than transmitter output or the receiver chasis.

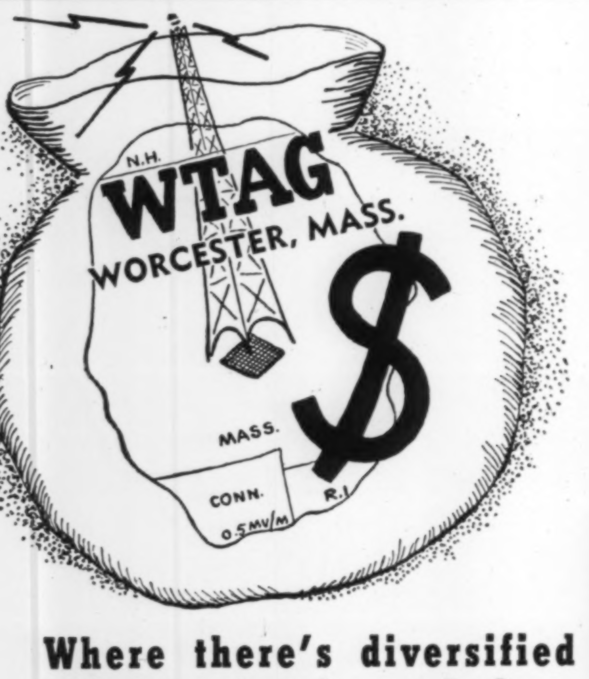
It was also substantially agreed that even though high quality transmission and high quality receivers are available, a large percentage of the population cannot afford high grade receivers and therefore for economic reasons many listeners are forced to content themselves with reproduction of a "degrading" nature.

On Feb. 18 a large group of engineers attending the conference visited WHAS, Louisville, by special train. Orrin Towner, WHAS chief engineer, supervised the trip, which included an inspection of the WHAS 50 kw. Western Electric transmitter, with 500 kw. fittings. A "Kentucky dinner" was served at the transmitter.

The conference was conducted by Prof. W. L. Everitt, director of the Department of Engineering of Ohio State, in collaboration with Lynne M. Smeby, NAB director of engineering, and R. M. Wilmotte, New York consulting engineer and engineering advisor to NAB.

Tenants' Hopes

WHEN a new Federal low-rent housing project, South Side Terrace, was opened recently in Omaha, KOIL built an effective broadcast around the hopes of prospective tenants. Bill Baldwin, special events announcer, worked out a special script in cooperation with Carol Cohen, home visitor who had final say on admissible families. Together they went to a typical applicant's residence, asked them on the spot in a broadcast interview why they wanted to move into the new quarters, ended up by notifying the family of its selection as a tenant, with the broadcast fading out amid the real-life exclamations of the family's children. Later a second broadcast picked up their reactions as the family moved into the new home. Where only 150 persons visited the new project the Sunday before the KOIL broadcast, within three hours after the airing the number of visitors had reached 3,000 KOIL reported.



Where there's diversified industry, there's steady buying power.

Four hundred industries, almost 1100 individual factories are on a payroll basis within 2% of 1928. The 18th Industrial Area of the nation listens most to one station and only one — WTAG.

NBC BASIC RED AND YANKEE NETWORKS
EDWARD PETRY & CO., INC.—NATIONAL REPRESENTATIVE
OWNED AND OPERATED BY THE WORCESTER TELEGRAM-GAZETTE

THE VITAL MIDRIFF
OF MASSACHUSETTS

WBNX NEW YORK 5000 WATTS
The station that speaks your language!
ENGLISH-JEWISH-GERMAN-ITALIAN-POLISH-SPANISH

WBNX's new design antenna concentrates its allotted power where 6,982,635 foreign citizens reside — influencing their listening and buying habits.

METROPOLITAN STATION
COSMOPOLITAN AUDIENCE
WBNX NEW YORK

5000 Watts Days—1000 Watts Nights

SALES of radio receivers in 1940 will reach about $140,000,000, according to a prediction made by Perry F. Hadlock, General Electric sales manager for radio and television equipment. The prediction was made at a series of distributor conferences. Mr. Hadlock said television progress is bound to be slow and should not interfere with broadcast set sales in 1940.

Stations Promote 'Save Met' Drive

$132,299 Already Donated by Individual Radio Fans

RADIO'S part in the campaign to raise $1,000,000 to "save the Met" has elicited cooperation from the 80-odd NBC-Blue stations which carry the Metropolitan Opera Saturday matinee broadcasts, it is shown in letters reaching NBC headquarters.

Going beyond the routine of spot announcements to call attention to the drive, many station managers are presenting special local programs with talks by civic leaders and prominent music lovers, and are enlisting the aid of sectional groups by personal appeals.

In addition, practically all stations have offered to cooperate with music clubs and similar organizations in their areas, in a campaign-within-a-campaign to aid the Met. According to available information, all stations carrying the matinee broadcasts also broadcast the *Remember the Met* series, Wednesdays at 11 p. m. (EST), over NBC-Blue, in which opera stars and backstage personalities participate.

Audience Contributions

Concrete evidence of the stations' activities in promoting the drive is found in the fact that, as of Feb. 26, a total of $132,299 had been received from 65,000 individual radio contributors since David Sarnoff, chairman of the board of the drive's radio division, announced on Jan. 27 the part that NBC would play in attempting to gather funds to perpetuate the Metropolitan's existence.

In addition to reports on the various promotional ideas being employed, many of the letters from the individual stations contain suggestions for furthering the campaign. John A. Kennedy, WBLK, Clarksburg, W. Va., suggested that stations carrying the opera broadcasts make donations as "evidence of their eagerness to carry on this great public service".

Nathan Lord, WAVE, Louisville, wrote he would be glad to build continuities centering around the opera to be used on 30-minute programs played by his own staff orchestra, and on other shows produced by the station.

K. H. Berkeley, WRC-WMAL, Washington, reported that, in addition to other activities, the stations would carry a total of 120 spot announcements between Feb. 8 and March 8.

WHOM

BROADCASTS 5½ hrs. daily in Polish to over ½ million Poles — in addition to Italian-German-Yiddish-Spanish.

Get Details

JOSEPH LANG, Mgr.
29 W. 57th St. N. Y. City

A FAIR WORLD IN ITSELF

Liquor Advertising Measure Stymied; Radio Bills Are Inactive in Congress

WITH the Johnson Bill prohibiting the radio advertising of alcoholic beverages effectively stymied by the threat of Sen. Clark (D-Mo.) to attach the controversial anti-lynching bill as an amendment, the sole legislative proposal touching on broadcasting affairs likely to receive Congressional consideration in the near future appears to be the Logan-Walter proposal to revise administrative court procedure. This bill likely will be brought up in the House early in March.

Although the immediate horizon indicates treatment of only the administrative court bill, there is promise of more action to come, when and if a practical parliamentary course can be opened for the Johnson Bill and the House Interstate Commerce Committee acts on the Ditter Bill to amend the Federal Communications Act of 1934 [see page 19].

Walter Bill's Prospects

In view of the House Rules Committee treatment of the proposal sponsored by Rep. Walter (D-Pa.) to redefine administrative court procedure, it appears the bill will be brought before the House at the first opportunity despite opposition of Administration critics holding the measure inimical to efficient functioning of Federal agencies. The Senate Judiciary Committee, after a brief appearance by Rep. Walter, during which he reviewed the provisions of his bill, substituted the House proposal for the original Senate bill sponsored by the late Sen. Logan (D-Ky.). This is believed to presage an intensive effort on the part of Senate proponents to secure action on the legislation this session.

The original Logan Bill, differing only nominally from the Walter proposal, was passed by the Senate last session but called back for reconsideration at the request of Sen. Minton (D-Ind.) and Administration supporters, presumably to allow the Justice Department to suggest amendments. Although the Justice Department has indirectly indicated tentative attitudes on administrative agency matters in the monographs recently made public by the Attorney General's Committee on Administrative Procedure, no amendments as such were offered during preliminary considerations of the bill.

In any event, Justice Department alterations to the proposal must necessarily come via the amendment route when the measure is considered on the floor.

Following a parliamentary joust Feb. 19 with Sen. Clark (D-Mo.), during which he carried on a one-man filibuster against the bill by forcing six consecutive rollcalls, Sen. Johnson (D-Col.), after protesting against the "obstructionist policy" as not "in keeping with the dignity of the Senate", stated he was temporarily postponing pressure for immediate consideration of the bill. Sen Clark's move in serving notice that he would attach the anti-lynching bill as an amendment to the Johnson Bill when and if it came up effectively blocked the measure, at least for the time being, since Southern Senators in sympathy with the anti-liquor legislation would likely be forced to vote against it rather than support the anti-lynch measure.

Johnson Amendment

On Feb. 26 Sen. Johnson offered two amendments to his bill, designed to limit partially the effect of the measure as offered before. One amendment would prohibit broadcasts of alcoholic beverage advertising received or receivable in States having dry areas—of which there are 36, according to Sen. Johnson.

The other would prohibit such broadcasts where they were received or receivable in States having individual prohibitions or limitations on liquor advertising via radio. The latter limitation also would reach several additional States, he said. Commenting on his bill, with the new amendments, Sen. Johnson declared the legislation is in accord with the 21st Amendment, the Democratic platform of 1932 and the NAB code.

With its schedule for the next few weeks filled with other matters, principally transportation and petroleum legislation, it is not thought the House Interstate Commerce Committee will be able to consider the Ditter Bill (HR-8509) before April 1. Although its Senate sponsor has not yet been announced, there will be an identical companion measure to the Ditter bill in the Senate, it was learned.

Despite some opposition from critics taking issue with "snooping questions" of the Housing Census, particularly those touching on personal financial matters, the House on Feb. 26 approved a deficiency bill providing $5,000,000 as an initial appropriation for the Housing Census, which includes a question designed to indicate the number of radio homes in the country. Another item, amounting to $2,166,000, also is included for the Housing Census in the State, Commerce, & Justice appropriation bill for the fiscal year 1941, which has been approved by both houses of Congress.

The $5,000,000 initial appropriation is to cover expenses of the first year, while the smaller item extends to the second year's expenses, and the remaining $834,000 of the $8,000,000 originally authorized for the Housing Census is for the third year. Senate action on the deficiency appropriation is expected within a few days.

920 CLUB

BOSTON'S BIGGEST RADIO PROGRAM
(Participating)
Write for 15 Big Success Stories

WORL BOSTON

CANADIAN WHEAT BELT HAS MORE MONEY TO SPEND

War stimulates Trade in Western Canada

● The Canadian farmer is in the money . . . the mines and smelters are busy . . . *business is booming in Western Canada.* All this means a ready market for your product.

MOVE IN ON THE CANADIAN WEST THROUGH THESE BASIC STATIONS

First in Listener Preference— Write for Audience Figures

CKCK	Regina, Sask.
CHAB	Moose Jaw, Sask.
CJOC	Lethbridge, Alta.
CFAC	Calgary, Alta.
CJCA	Edmonton, Alta.
CJAT	Trail, B.C.

USA - WEED and COMPANY
CANADA - ALL-CANADA RADIO FACILITIES LTD.

Studio Notes

THE CBS experimental dramatic program, *Columbia Workshop*, will originate from Hollywood at least once monthly under direction of William Robson and Irving Reis, and start in late spring, according to plans completed by W. B. Lewis, New York vice-president in charge of broadcasts. Reis, now a director of RKO Radio Pictures and Robson, who is Hollywood producer of the CBS *Big Town* series sponsored by Lever Bros., were founders of *Columbia Workshop*.

KDYL, Salt Lake City, has started a new policy of announcing just before the station break the name of the program to follow, between 9:30-11:30 a. m. and 4-9:30 p. m. on weekdays and wherever possible Saturdays and Sundays.

KTAR, Phoenix, and KVOA, Tucson, have started a 52-week series of Sunday half-hours, *Arizona Scrapbook*, under sponsorship of Foxworth Lumber Yards, operating a chain of 15 lumber yards. The program presents historical information about Arizona.

WRVA, Richmond, Va., has started a series of weekly interviews with J. B. Lawler, local FBI head, in which interesting FBI cases with a Virginia angle are reviewed. Going into detail on the highlights of each case, the program informs the listener how the FBI cooperates with local law enforcement agencies. Irving Abeloff, WRVA program service manager, conducts the half-hour interviews.

WOL, Washington, has completely redecorated its studios and offices, located in the Heurich Bldg., into which it moved three years ago.

WFTC, Kinston, N. C., is holding its third annual birthday banquet in the Hotel Kinston March 1.

STAR RADIO PROGRAMS, New York, for the first time in its five years of script servicing will make its library of syndicated one-man scripts available to advertising agencies. Advertising and sales promotion manager of the new department will be William J. Jondreau, formerly of Rose-Martin Adv. Co., New York. In addition to such productions as *Good Morning Neighbor*, *Women's Radio Journal*, *Over the Backyard Fence*, and the *Morning Bulletin Board*, the new library will include new stories on sports, mystery, fantasy and comedy subjects.

IN RECOGNITION of the world-wide observance of International Day Feb. 23, special broadcasts linking London, Paris, Rome and New York, were presented on NBC-Blue from 1:30-2 p.m. and on CBS from 4-4:30 p.m. The programs featured noted speakers on "The Role of Women in the War and in the Peace After the War", and were presented under the auspices of the International Federation of Business & Professional Women.

KGKO, Fort Worth, has placed large portable signs calling attention to Canada Dry's *Information Please* program in the lobbies of seven Fort Worth and 17 Dallas Interstate Theatres.

WPEN, Philadelphia, observed Washington's Birthday in four foreign language programs spotted through the day of Feb. 22. Beginning in the morning, Stanley Moderski, Polish announcer, presented a program demonstrating Washington's relations with Polish Revolutionary War heroes; at 11:45 a. m., on the Italian program, Sen. Anthony DiSilvestro made a commemorative address; at 8 p. m. a Jewish language program featured a talk by Rabbi Abraham Neuman, of Mikveh Israel, a congregation founded in pre-Revolutionary days, and at 9 p. m. Judge Nochem Winnet was guest speaker on an English program.

More Towns

. . . . to you!

W W V A

RADIO COVERAGE—

—that's what counts when radio advertising is bought and that's what we have! And it's ever on the increase! Here's conclusive proof!

1938 and 1939 Mail Compilations

Primary Service Area

State	Number of Towns Mail Received From 1938	1939	Increase
Pennsylvania	933	1,134	201
West Virginia	493	718	225
Ohio	452	598	146
TOTALS	1,878	2,450	572

2,450 Towns to You

5,000 WATTS AT WHEELING, WEST VA.

COLUMBIA Station at Eleven-Sixty
on 2,085,666 Radio Dials

JOHN BLAIR CO — National Representatives

Flocked to Studio

ONE-TENTH of the local citizenry responded to spot announcement invitations to attend the open house held Feb. 6 by KFBB, Great Falls, Mont., to dedicate its enlarged and redecorated studios. Hustling like mad to shepherd and entertain the 3,000 visitors who passed through the new layout between 7 and 9 p.m., the KFBB staff and their wives plied guests with tea, coffee and cakes advertised on the station, passed out samples of other products and described various operations. Musical background for the visit was provided by Roscoe Kernan on the station's new Everett Orgatron.

ONE of the largest gains in national and spot business for the period from Jan. 1 to Feb. 19 has been reported for WALA, Mobile, and WCOA, Pensacola, by William Dorman, manager of John H. Perry Associates, New York, representatives for the stations. WALA showed a gain of 34.6% in national spot and WCOA a gain of 51.5% for the period as compared to the same period in 1939. Local business on WALA showed a gain of 34% and WCOA a gain of 15.5%. Both stations gained 268% in network business over this same period.

WFBL, Syracuse, on Feb. 23 held a *Musical Bee* party before more than 600 *Musical Clock* fans in the Onondaga Hotel ballroom, at which five radios and 15 baskets of food were given away during a music identification contest. During the program three WFBL accounts staged special displays—Socony Vacuum Oil, Red & White Stores and Bond Clothes.

KVOO, Tulsa, Okla., claiming to be the first station in the Southwest to install a Hammond Novachord, presented a special first birthday anniversary program for the instrument Feb. 24. Marvin Ashbaugh, KVOO novachordist, demonstrated various effects and chatted informally about the instrument with Announcer Herb Lateau.

MORE than 150 independent radio stations throughout the country cooperated in presenting a special series of three Brotherhood Week broadcasts from Feb. 18 through Feb. 25, to further goodwill and cooperation among Protestants, Catholics and Jews. The observance of Brotherhood Week is conducted under the auspices of the National Conference of Christians and Jews.

SPECIAL birthday program will be broadcast March 3 when the *Catholic Hour*, world's largest year-round religious broadcast, celebrates its 10th anniversary on NBC. Lenox R. Lohr, president of NBC, will greet the Catholic audience invited to attend the broadcast in studio 8-H, and Archbishop Spellman of New York will open the program.

WKBN, Youngstown, is carrying local Golden Gloves matches under sponsorship of Golden Ale Ginger Ale Co., with Don Gardner and J. Lothaire Bowden announcing.

WTAG, Worcester, Mass., has opened a theatre studio equipped with new style theatre chairs, indirect lighting and decorated in a blue motif. Completely visible from the studio are the control room, another studio and the semi-circular control console. The new addition to the WTAG studios includes a reception room and a sponsor's room.

KVOE, Santa Ana, Cal., on March 1 moved its business offices to larger quarters in the Alliance Mutual Life Insurance Bldg., that city.

THE *Musical Nightcap* feature of WIP, Philadelphia, broadcast each midnight for a full hour, has enjoyed such success with its special Tuesday night "Gay Nineties" program that two more evenings each week are being devoted to specialized music shows instead of regular popular music. Each Thursday evening will be "Round-Up" night, spotlighting Western music, with Saturday night programs dedicated to Hollywood and featuring music from old and new films. The feature is conducted by John Facenda.

PROMOTION department of KROW, Oakland, recently consummated a tie-up with the Hopkins Theater, Oakland, to present the station's *Community Sing* program from the theatre stage each Wednesday night at 9. Eddie House, singing organist, is m.c.

KSFO, San Francisco recently formed a public relations department, with R. W. Dumm in charge. An adjunct to this department is the department of talks, with John Kropotkin Chapel, traveller and lecturer, in charge. KSFO recently extended its broadcasting time by signing on the air at 5:30 a.m. and extending the sign-off time to 1 a.m.

WHEN KPO-KGO and the *San Francisco Chronicle* held their broadcast party Jan. 26 in the Civic Auditorium in honor of the 75th anniversary of the newspaper, thousands of requests for tickets could not be filled. Two repeat performances were presented in the auditorium Feb. 28 which has more than 10,000 capacity.

WSGN, Birmingham, Ala., and the Birmingham Bar Assn. are cooperating in production of the new weekly *Scales of Justice* program. Each program presents a discussion between a member of the Birmingham Department of Justice office and a prominent member of the Alabama bar. Discussions are confined to legal topics of interest to the layman.

KMPC, Beverly Hills, Cal., under direction of Leo B. Tyson, general manager, is making several additions and improvements to studio facilities. They include a new control booth for Studio A and a new announcers' booth in Studio B.

WWL, New Orleans, through an arrangement with the Roosevelt Hotel made by General Manager W. H. Summerville, has acquired the use of the hotel's new University Room as an auditorium studio. The new auditorium, air-conditioned and with a seating capacity of 400, is on the second floor of the hotel, where other WWL studios are located.

WEDC, Chicago, recently completed remodeling of its main studio under supervision of Caleb Frisk, chief engineer.

KMPC, Beverly Hills, Cal., has installed a six-piece staff orchestra, with Oliver Alberti as musical director and violinist.

For the Advertiser with something to sell AKRON looms through 1940 as one of the brightest opportunities on the national horizon.

AND YOUR BEST BET IS STATION

WJW

AKRON, OHIO

Representatives

Headley-Reed Company

FISHING is the topic of discussion when Texas Oil Co. takes the WQAM air three evenings a week to describe angling news in the Miami area. Tommy Aitken (left), fishing authority, is the commentator. Recently he boarded a U. S. destroyer to broadcast news about the fishing fleet of the Miami Metropolitan Fishing Tournament, in which some 200,000 anglers participate. With Aitken (l to r) are J. A. Tierney, Texaco advertising executive, Miss Mary Jane Degman, tournament queen, and Paul Monroe, of Buchanan Co., agency handling the account.

NATIONAL COUNCIL of YMCA, New York, is distributing to its local branches, some 250 of which are now using radio in one form or another, two series of programs prepared by the Transcription Service of WOR, Newark, under the supervision of Henrietta Harrison, radio director of the Council. One series, titled *Leadership Today & Tomorrow*, consists of quarter-hour talks by leading educators and organizers with Milton Cross announcing. The second series *Speaking of the Y* features short transcribed talks by such well-known figures as Eddie Cantor, Gen. Hugh Johnson, Al Smith and J. Edgar Hoover.

WWL, New Orleans, again this year has started a series of weekly five-minute *Touring Reporter* broadcasts in cooperation with the Automobile Club of Louisiana. Each week H. H. Treleaven, ACL manager, is interviewed by Kleve Kirby on interesting motor tours in Louisiana and Mississippi.

WTAR, Norfolk, covered the first Virginia Legislature meeting this year, held in Colonial Williamsburg, at which Lord Lothian, British ambassador to the United States, made an address.

FIVE Sports Final, new twice-weekly quarter-hour round-table sports discussion, has been started on KMPC, Beverly Hills, Cal., with Oscar Reichow, secretary of the Hollywood Baseball Club, as chairman.

WCSC, Charleston, S. C., unable to get its program schedule printed in local newspapers, recently started a miniature weekly newspaper of its own. With a circulation of 8,000, the new station publication contains information on programs, complete weekly schedule, pictures, feature stories and columns.

The Northwest's Best
Broadcasting Buy

WTCN
AN NBC STATION
MINNEAPOLIS ST. PAUL

Owned and Operated by
MINNEAPOLIS TRIBUNE
AND ST. PAUL DISPATCH-PIONEER PRESS

FREE & PETERS, INC. — Natl. Rep.

Scarlet Copy

AT THE mike for his regular newscast recently, Fin Hollinger, of CJLS, Yarmouth, N. S., suddenly developed a nosebleed that threatened havoc to both the script and the broadcast. However, despite the inconvenience and steady trickle, Hollinger stuck to the mike and carried through in disarming fashion so far as listeners were concerned. Only one item—a murder news story—was so badly spattered it could not be read.

KFRO, Longview, Tex., has started its own photographic department under supervision of a former newspaper photographer. The station plans to furnish national advertisers with photos of merchandising displays and stunts produced by the KFRO publicity and merchandising staff.

WORC, Worcester, Mass., as part of its National Boy Scout Anniversary Week promotion, turned over its *Man on the Street* microphone to two Eagle Scouts, Donald Klein and Roger Perry, who conducted the entire program.

CHNS
HALIFAX
NOVA SCOTIA
The Busiest
Commercial
Radio Station
of the Maritimes

JOS. WEED & CO.
350 Madison Avenue, New York
Representatives

FILLING the Imperial Theatre, Montreal, to capacity, 1900 persons paid to see the first Montreal broadcast of *Ken Soble's Amateur Hour* on Feb. 18. Originating in Toronto for a number of years, auditions were recently held in Montreal. So many were booked for the weekly show, that it was found necessary to broadcast from Montreal instead of having the performers come to Toronto, as in the past. The show went to a network of 15 Canadian stations for Royal Canadian Tobacco Co., Toronto (Grads Cigarettes).

LOWELL THOMAS, whose NBC news broadcasts are rarely given before a visible audience, presented two of his programs from banquet halls, on Feb. 16 before several hundred Parish Oil Co. dealers at Hotel Marcy, Lake Placid, New York, and on Feb. 29 at the Advertising Club of New York, where he was guest at a dinner honoring his services as president of the Club in 1938 and 1939.

LOUIS SOBOL, columnist for the *New York Journal-American*, is conducting a series of weekly quarter-hour programs, featuring inside gossip about Manhattan, on WOR, Newark.

HARRY E. FOSTER AGENCIES, Toronto, has opened downtown studios in the King Edward Hotel, Toronto, for remote broadcasts and interviews from downtown Toronto over any of the Toronto stations. Foster is a well-known sports commentator.

WWL, New Orleans, covering the $10,000 New Orleans Open Golf Tournament Feb. 22-25, sold the entire series of tournament broadcasts to the local Jackson Brewing Co. WWL used both direct lines and short-wave equipment in broadcasting the event, with Al Godwin, Jack Kelly and Henry Dupre handling on-the-spot descriptions. Anfenger Adv. Agency, New Orleans, placed the account.

WAVE
DOESN'T
BROADCAST
FOR
CHARITY(KY.)!

It's mighty nice of advertisers, no doubt, to broadcast entertainment for Charity (Ky.), and for hundreds of other tiny towns that offer little or no *sales results*. But WAVE advertisers don't "give" to Charity! Their sales messages all go to *paying customers* in the Louisville Trading Area—*which buys more goods than all the rest of Kentucky combined!*...That's our whole story—concentrated coverage, at lowest cost. *Ask for the proof!*

LOUISVILLE'S
WAVE
INCORPORATED
1000 WATTS . . . 940 K.C. . . N.B.C.
FREE & PETERS, INC., REPRESENTATIVES

'RFD 1020'

What is 'RFD 1020'?
...a top-notch farm show broadcast by KYW six days a week, at 6:00 to 7:00 AM, Monday thru Saturday.

Where is 'RFD 1020' Heard?
...it serves an immensely rich agricultural area containing 571,800 *rural* radio families—*more* than live in IOWA and MINNESOTA *combined!*

What does 'RFD 1020' Cost?
...your participation every day in the week (except Sunday, of course) costs only $81.00 per week.

Who are 'RFD 1020' Advertisers?
...since January 1 such fine accounts as E. I. du Pont de Nemours, Allis-Chalmers, Wene Baby Chicks, Olson Rug Co., Mentholatum, Flex-o-Glass, Kemp's Balsam.

WESTINGHOUSE
KYW
"the RED network station in PHILADELPHIA"

NATIONAL BROADCASTING COMPANY

Funds Are Voted For FTC Survey

Fear of Advertising Inquiry Draws Rebuke From Barton

WITH both the Senate and the House approving a Federal Trade Commission appropriation for the fiscal year 1941 which includes an item of $88,829 for a proposed inquiry into methods and costs of distribution [BROADCASTING, Feb. 1, 15], funds for the study will be available as of July 1, 1940. The FTC appropriation, included in the Independent Offices supply bill, will stand as accepted, although conferees on the supply bill itself have not yet met, and it will not come up for consideration by the conferees.

Barton's Criticism

Although the FTC has disclaimed any intent of an inquiry into advertising per se, the possibility of such action has drawn considerable fire. Speaking before the Union League Club of Chicago on Feb. 15, Rep. Bruce Barton (R-N. Y.), president of BBDO, charged that certain officials and staff members of both the FTC and the Department of Agriculture are seeking to destroy national advertising and end "the independence of the press and radio". Referring to the "artfully buried" item in the FTC budget allocating funds for the investigation, Rep. Barton termed the provision "a baby wolf in sheep's clothing".

"There are men in the FTC and the Department of Agriculture who hate national advertising. who want to destroy national advertising," he declared. "They want to destroy it because national advertising supports the free American press, and the free American radio. And these New Dealers will not be satisfied until they clamp down their bureaucratic controls over the press and the radio. If they can destroy national advertising, they know they will end the independence of the press and radio.

"This is the hidden danger in a seemingly harmless proposal. The press of the country generally has opposed the spendthrift extravagance of the New Deal. And the inner circle of the New Deal never forgives or forgets."

He stated that he did not accuse the Federal Trade **Commissioners** themselves of being "anti-advertising or anti-business", nor the Secretary of Agriculture of being "anti-business". "But I do say," he added, "that the New Dealers have loaded the staff of the FTC with men who are definitely anti-advertising and anti-business. I do say that D. E. Montgomery, who has the title of Consumers Counsel of the AAA in the Department of Agriculture, is anti-advertising, and that he and certain elements in the FTC have joined together to provoke this attack."

FTC matters also came up for contemplation in other quarters through the pending Logan-Walter bill to revise administrative procedure and through the FTC monograph made public recently by the Attorney General's Committee on Administrative Procedure [BROADCASTING, Feb. 15]. The monograph stated that while the Wheeler-Lea amendment to the Federal Trade Act is applicable to radio stations disseminating false advertisements, the FTC has not instituted any formal complaint against any station. It added that the Radio & Periodical Division is of the opinion it can proceed against a station that prepared the false advertisement broadcast over its facilities, though indicating action is not likely against stations merely broadcasting false advertising material prepared by others.

Safety Stickers

ABOUT 7,000 safety stickers for automobile windshields have been distributed in the last fortnight by WTAG, Worcester, Mass., in connection with the safety drive being conducted by the station in cooperation with the local police. As part of the campaign, WTAG broadcasts a twice-weekly delayed transmission interview show, *The Voice of Safety*. Using portable recording equipment, interviews are transcribed on the spot, with motorists stopped by the sound of a police whistle and interviewed on rules of the road and necessity for slow driving in the city.

CLASSROOM STUDY

Of Dramas Favored Prior to Actual Broadcast

HIGH school students find radio dramatizations of their history lessons most helpful if they first study the material in regular classroom fashion. This was revealed in a study made at Ohio State U, where a five-year evaluation of school broadcasts is being carried on under auspices of the Federal Radio Education Committee. A 10th-grade class in social science at University High School, after listening to nine transcribed chapters of the MBS-Federal Theatre dramatization of James Truslow Adams' *Epic of America*, gave this as a group concensus when asked to write impressions of this part of their history study.

The majority opinion was that the dramatizations were valuable in themselves but most valuable when heard after a careful study of the period. Several pupils objected to the lack of dates, commenting that although the ideas were well portrayed, the time often was left out entirely. Another point brought out in the survey was that students are quick to note faults in production technique and mechanics.

Inter-American Meeting Reaffirms Its Support of Havana Radio Compact

MEETING in Santiago, Chile, in late January, the Second Inter-American Radio Conference reaffirmed support of the Inter-American Radio Convention and the North American Regional Broadcast Agreement (Havana Treaty), and made general revisions in the Inter-American Radio Communications Arrangements, according to members of the United States delegation upon their return Feb. 15. Representatives of 19 of the 22 countries of the Western Hemisphere attended the triennial parley, held Jan. 18-26, to promote improved radio service in the Americas.

Although a minority group at the start of the conference attempted to make certain changes in the agreements embodied in the Inter-American Radio Convention and the Havana Treaty, according to reports reaching BROADCASTING, largely through the efforts of the U. S. delegation the meeting finally reaffirmed the two agreements. It was pointed out at the time that proposed changes would not be propitious because of the brief session and the long-delayed Havana Treaty ratification by Mexico only a short time before. Revisions of the radio communications arrangement extended to allocation and other factors relating to the shortwave, amateur, police and aeronautical facilities covered by the agreement, with the 550-1600 kc. frequencies recognized for exclusive standard broadcast service in the Americas.

Tip Top Tailors

TIP TOP TAILORS, Toronto (chain stores) started Feb. 27 thrice-weekly dramatized sport transcriptions on CFAC, Calgary; CFCY, Charlottetown, P. E. I.; CFCO, Chatham, Ont.; CJCA, Edmonton; CHML, Hamilton, Ont.; CKCW, Moncton, N. B.; CFCH, North Bay, Ont.; CKTB, St. Catherines, Ont.; CKSO, Sudbury, Ont.; CJCB, Sydney, N. S.; CKCL, Toronto; CKLW, Windsor, Ont. Account was placed by McConnell Eastman & Co., Toronto.

GROVE LABORATORIES, St. Louis, on March 11 will start its customary summer layoff of radio advertising for Bromo Quinine tablets by discontinuing *The Adventures of Sherlock Holmes*, which is heard on 34 NBC-Blue stations, Mondays, 8-8:30 p.m. Stack-Goble Adv. Agency, Chicago, handles the account.

SALES RESISTANCE MELTS IN KANSAS

COMES THE SPRING THAW and with it moisture for the wheat fields in Kansas. Moisture here means money to spend for what you have to sell. So frozen fields will not be all that's thawing this spring in Kansas. Family purses, too, will be thawing—purses that are consistently $248.00 fuller than the average American family purse will be even larger this year. Then when you figure that there are over 292,421 radio homes in the KFH AIREA—well, you can readily understand why more and more smart advertisers are putting in their orders now. Put in your call now to Edward Petry & Co. for more information (or your reservation) about

MANHATTAN
LAWRENCE
TOPEKA
SALINA
KANSAS
EMPORIA
HUTCHINSON
NEWTON
WICHITA
PRATT
CHANUTE
INDEPENDENCE
ARKANSAS CITY
COFFEYVILLE
PARSONS
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BARTLESVILLE
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TULSA
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KFH

WICHITA

The Only Full-Time CBS Station in Kansas

CBS • 5000 DAY • 1000 NIGHT • Call Any Edward Petry Office

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KNOXVILLE • TENN.

Scripps-Howard Radio, Inc.
1010 kc.-5,000 w. day-1,000 w. night
The BRANHAM COMPANY

CBS

To Cover

Youngstown, Ohio

(31st city in the U. S. in size of payroll)

you need Youngstown's most popular station

WFMJ

SPRAGUE ANALYZES RADIO LIBEL LAWS

A TREND toward legal recognition of radio as a new and different kind of communication to which should be applied a standard of liability for libel and slander different from that applied to magazines, newspapers and speeches is described by Stuart Sprague, New York attorney who has specialized in radio law, in a Contemporary Law Pamphlet, *More Freedom of the Air*, just issued by New York U School of Law ($1.00). Five States, either by court decision or legislative action, have conceded the unfairness of applying to radio laws made for the printed page or ordinary spoken word and now determine liability of broadcasters on a fairer basis, the article states.

Decision of the Pennsylvania Supreme Court in the Al Jolson case [BROADCASTING, Sept. 15], "because it is the first case holding radio defamation to be a distinct new tort, possessing some of the attributes of both libel and slander, but differing from each," is called by Mr. Sprague "an important milestone in the harmonizing of law with science." In this suit by a hotel company against NBC for an allegedly defamatory remark ad libbed by Al Jolson during a broadcast, the lower court held NBC liable despite its inability to prevent the remark and a jury awarded $15,000 to the plaintiff. Reversing the lower court and entering judgment for NBC, the Pennsylvania Supreme Court "held that the doctrine of 'liability without fault' should not be invoked in radio defamation cases, but rather the doctrine of 'liability through fault'."

This same rule of "liability through fault" should be applied to other radio defamation situations, Mr. Sprague states, and mentions political speeches, talks by the President or other statesmen, public forum programs, special event pickups and other examples of broadcasts in which defamatory remarks might be uttered with no negligence on the part of the broadcaster. The position of the affiliate station broadcasting a network program is also discussed in the article, which lists pending cases of this nature and quotes the statutes on radio defamation already enacted by Indiana, Iowa, Montana and Florida.

Prize for Radio Play

THE 1940 Charles H. Sergel play contest prize of $500 will be given for the best 20 to 25-minute radio play, according to an announcement by Frank H. O'Hara, of the U of Chicago, in charge of the competition. Closing date for the contest is June 1, and only original plays, hitherto unbroadcast and unpublished, will be considered. Previous competitions, held the last two years, were for a one-act poetic drama and a one-act prose comedy. Manuscripts are to be submitted, bound in the original, to Charles H. Sergel Play Contest, U of Chicago. The contest was established by Annie Meyers Sergel in memory of Charles H. Sergel, founder of Dramatic Publishing Co.

JOHN MEMOLO, Scranton attorney, has applied for a new 250-watt station on 1210 kc. in Wilkes-Barre, seeking the facilities of WBAX if its license is revoked [BROADCASTING, Feb. 15].

FOR THE SECOND consecutive year WMAL, Washington, has been awarded the General Electric Co. plaque for least amount of time lost by an NBC station during the year. Presentation was made Feb. 28 by Chester Lang, GE advertising manager (l), to A. E. Johnson, engineer in charge of the NBC Washington division, in the presence of NBC, GE and *Washington Star* executives. The station is owned by the newspaper but operated under lease by NBC. Time lost by WMAL in 1939 totaled only 62½ seconds.

RADIO INCREASES READING

Says 'New Republic' Writer, Pointing to Power Of Air Medium to Stimulate Curiosity

RADIO broadcasts lead to increased reading of the printed word, rather than decreased reading, according to an article by Edwin Muller, "Radio v. Reading", appearing Feb. 19 in *New Republic* magazine. The story, which declared that "radio may well become an increasing factor in popular education, but its ultimate effectiveness will be determined by the stimulus it gives to other means of acquiring ideas and information", is based on material resulting from a Rockefeller Foundation study carried on for two years by the Princeton U school of public and international affairs. The study is to be contained in a forthcoming book, *Radio & the Printed Word*.

In a general discussion of radio listening it was developed, on the basis of the Princeton studies, that people in the lower income levels and those enjoying limited educational opportunities do more radio listening, while those in the higher brackets do relatively more reading. The article stated that the study "makes it seem highly probable that radio increases the total amount of reading".

Radio Stimulates Curiosity

"It is obvious, from a study of the survey, that radio stimulates curiosity in the world outside the reader's habitual orbit. To get that background some of them turn to the printed word. The study suggests that more rather than fewer people read books because of radio. In Iowa 87% of 155 libraries reported an increase in the demand for books as a result of local radio review and comment. In one town sales tripled in six days when a book was reviewed over the air. A survey of a Michigan network showed that every radio review stimulated bookstore sales and library lendings. More remarkable is the fact that programs one might suppose would compete with reading—such as the reading of novels over the air—have had a similarly stimulating effect. A general conclusion appears to be that in almost every field of thought radio can stimulate interests which require supplementary reading to be fully satisfied."

WPRO Ready to Begin Fulltime Use of 5 kw.

CLIMAXING an eight-year record of growth from a local to a 5,000-watt regional, WPRO, Providence, is now completing installations which will permit its operation with 5,000 watts both day and night, already authorized by the FCC.

The station recently dedicated its new 5,000-watt RCA transmitter for use during daytime, with 1,000 watts at night. Operated by Cherry & Webb Broadcasting Co., WPRO was established in 1931, through a consolidation of two 100-watters, WLSI and WPAW, operating on 1210 kc. In 1934 it was assigned to 630 kc. with 250 watts. Three years ago its power was increased to 1,000 watts and it became a basic outlet of CBS. WPRO's new 5,000-watt transmitter and 400-foot radiators were placed in operation Dec. 30, greatly increasing efficiency and coverage of the station. The executive head is William S. Cherry Jr., with Stephen P. Willis the general manager.

SEE'S CANDY SHOPS, Los Angeles (chain), on Feb. 12 started for 52 weeks, *Headline Hokum*, commentary series on 3 Southern California Don Lee stations, (KHJ KDB KGB), Mon. thru Fri., 10-10:15 a. m. Agency: Elwood J. Robinson Adv. Co., Los Angeles.

A DEMONSTRATION of F-M broadcasting was given to New York radio editors Feb. 29, with an F-M relay broadcast carrying a program from New York to New Hampshire as the scheduled highlight of the evening.

Station Authorized To Town of 3,500

INDICATING an apparent policy of continuing to authorize new stations wherever frequency and power allocations permit, the FCC on Feb. 27 granted a 250-watt outlet on 1200 kc. in Roanoke Rapids, N. C., a community of around 3,500 population, located close to the Virginia border. It was the twelfth new station grant thus far this year, 56 having been authorized during 1939. On Feb. 20 [see page 34] the Commission authorized a new local in Orlando, Fla.

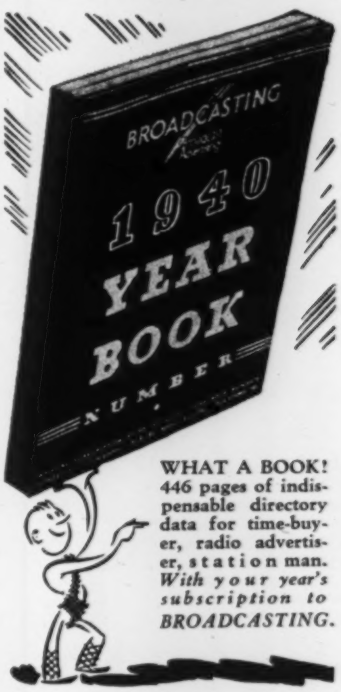
The New Roanoke Rapids station was granted to J. Winfield Crew Jr., local banker and attorney who heads the Citizens Bank & Trust Co.

On Feb. 27 the Commission also authorized WSVA, on 550 kc., to increase its power from 500 to 1,000 watts fulltime and install a new vertical radiator at a new site. In addition, it granted power increases from 100 to 250 watts to WJBW, New Orleans; WSKB, McComb, Miss., and WGPC, Albany, Ga.

CAMPBELL SOUP Co., Camden, which drops its *Lum 'n' Abner* program on CBS March 29, will start an un-named program April 1, using the same 7:15-7:30 period, Monday through Friday, following its *Amos 'n' Andy* program. Agency is Ward Wheelock Co., Philadelphia.

AMERICAN LEGION is sending a series of 13 transcriptions, titled *Legion of Safety*, to 325 stations for use between March 4 and May 27 in the Legion's annual safety campaign. The program was transcribed by NBC Radio-Recording Division.

JIMMIE FIDLER'S program of Hollywood comment, sponsored on CBS by Procter & Gamble Co., Cincinnati, for Drene, from February 23 to April 9 is originating from eastern and midwestern theatres over local CBS outlets where the news reporter is making personal appearances.



WHAT A BOOK! 446 pages of indispensable directory data for time-buyer, radio advertiser, station man. *With your year's subscription to BROADCASTING.*

MEETING in Washington recently, members of the Federal Radio Education Committee are here shown around the conference table (l to r clockwise): Fr. George Johnson, head, department of education, Catholic University of America; Willard E. Givens, executive secretary, National Education Assn.; Neville Miller, president, NAB; Walter G. Preston Jr., assistant to the president in charge of programs of NBC; William C. Boese, associate engineer, FCC; J. Kenneth Jones, director of information, FREC; John W. Studebaker, chairman, FREC, and U. S. Commissioner of Education; Paul A. Porter, Attorney, CBS; Gordon Studebaker, director of FREC Educational Script Exchange; William D. Boutwell, chief, Radio Division, U. S. Office of Education; John Elmer, president, WCBM, Baltimore; Dr. Levering Tyson, president, Muhlenberg College; Dr. Leonard Power, coordinator, FREC; Mrs. Gertrude Broderick, secretary, FREC.

Radio AND Education

FURTHERING interest in the CBS *American School of the Air*, Mrs. Frances Wilder, the network's Pacific Coast director of education, headquartered in Hollywood, has created a local board of consultants to cooperate in plans for the series. Board includes Mrs. Rose Stetler, radio coordinator of the Los Angeles City Schools; William B. Brown, director of secondary curriculum, Los Angeles City Schools; Mrs. Elizabeth Goudy, radio coordinator, Los Angeles County Schools; Miss N. Evelyn Davis, supervisor of the audio-visual department, Long Beach (Cal.) City Schools; Courtenay Monsen, secretary, board of education, Pasadena (Cal.) City Schools; and Dr. Lee de Forest, pioneer Los Angeles radio developer.

MAPS of Europe at war, distributed free as a public service by WCKY, Cincinnati, have been adopted as the official map of Cincinnati U's lecture-discussion series, *Behind the Present Wars*. Lecturers refer to the map during their talks, while listeners are provided with copies to follow points in the discourse.

WNYE, station of the New York Board of Education, Brooklyn, and WNYC, New York's Municipal station, will broadcast 178 classroom programs during the spring term, thus expanding the board's radio curriculum started experimentally last year. According to Regina Burke, associate superintendent of schools, the question of whether school broadcasts will become a regular required part of the curriculum is now being settled by a special committee of educators.

BROADCASTING as a method of education for school children suffering from seriously defective vision is advocated by Olive S. Peck, supervisor of Braille and Sight-Saving classes in Cleveland, in a recent report on "The Radio in Sight-Saving Classes" published by the National Society for the Prevention of Blindness. The effectiveness of this method, which affords a daily "eye rest period," has been demonstrated, according to Miss Peck, by the successful use of radio lessons heard regularly by 65,000 children in the elementary schools of Cleveland, which are "pioneers in this field."

ARRANGED by the Central Radio Workshop of the Chicago public schools, a group of students from Chicago high schools and junior colleges, under direction of George Jennings, are appearing in a new series of Saturday afternoon programs started Feb. 10 on WHIP, Hammond, Ind.

KENTUCKY U, which proposes to bring mountain people radio programs of cultural and educational value, on Feb. 20 was granted a construction permit by the FCC for a new non-commercial educational broadcast station to operate from Beattyville, Ky., with 100 watts power on 41900 kc. unlimited time. To operate regularly two hours daily, from noon to 2 p. m., Mondays through Fridays, the new station is to furnish a program service of value to both schools and adults, according to plans outlined by the University. The school also plans to equip between 50 and 60 mountain schools with receivers, retaining ownership of all equipment and supervising operation of the transmitter through the Lee County board of education, which will pay operating expenses. Transmitter installation is to start early in March, according to Elmer G. Sulzer, director of radio activities of the University. WBOE, operated by the Cleveland board of education, and WNYE, by the New York board of education, are the two other institutions that have taken advantage of the 25 channels set aside for non-commercial educational broadcast purposes.

THE 1940 edition of *Audio-Visual Service for Schools*, a presentation of sound products and services developed especially for educational use, has been announced by Ellsworth C. Dent, director of the RCA-Victor Educational Department, and is being distributed ot educators throughout the country. Radio and its related equipment, designed to aid classroom instruction and extra curricular activities is illustrated and described.

KSTP, St. Paul, has started publishing a regular monthly KSTP Educational Bulletin, edited by Thomas D. Rishworth, KSTP educational director. The brochure, containing news of local and NBC-Red educational features on the station, is being sent to all schools and other organizations requesting it.

NORTHWESTERN U, School of Speech and Drama, has started a new series of dramatic productions on WIND, Gary, Ind., titled *The Play Shop*. Allen Miller, director of the University Broadcasting Council; Parker Wheatley, radio director of Northwestern U, and officials of the station have been working on programs for the last six months. Production will be in charge of Albert Crews, of the Northwestern faculty.

RADIO will play an active part in putting over California Conservation Week, March 7-14, by developing a series of educational broadcasts. Philip G. Lasky, general manager of KROW, Oakland, Cal., is chairman of a statewide committee of broadcasters and educators developing a campaign of talks, dialogues, round table discussions and special events broadcasts. The committee also includes Fox Case, CBS; Lew Frost, NBC; Jennings Pierce, KGO; Van C. Newkirk, KHJ; Howard Lane, KFBK; Ralph Brunton, KJBS; Bill Adams, State chamber of commerce; Alice May Baker, California Federation of Women's Clubs; C. R. Briggs, U. S. Dept. of Agriculture; Merle Hussong, California Dept. of Agriculture; Mrs. Inez Richardson, Hoover Library, Stanford U, and Henry Schacht, California U.

TO inform shelter-needy Americans, with annual incomes ranging up to $10,000, how housing services of local financial organizations and Government agencies can help them improve their residences, the U. S. Office of Education on March 24 is to start *Roof Over America* on 100 CBS stations as part of the *Democracy in Action* series, heard Sundays, 2 p. m. (EST). Cooperating with the Office of Education in production of the programs and parallel instructive literature are Federal housing agencies, the Government Printing Office and CBS.

THROUGH cooperation with the New York Press Assn., representing weekly newspapers of the state, 83 weeklies in New York are carrying an *Ask the Scientist* feature based on a Friday night show of the same name produced by the Syracuse U Radio Workshop. On the broadcast listeners' questions about science are answered by six science professors of the school. In the newspapers, estimated to reach more than 800,000 readers, the same questions and answers are printed, a shorthand reporter transcribing each week's program for publication the following week.

WGAR Again Wins Plaque

FOR the second consecutive year WGAR, Cleveland, has been awarded the C.I.T. plaque, presented yearly to the station which has done most to promote traffic safety in the city. On a special WGAR program Feb. 28 John W. Darr, trustee of the C.I.T. Safety Foundation, presented the plaque to Eugene Carr, acting for the station. Judge Lee Skeel, president of the Cleveland Safety Council, and Elliott Ness, safety director of Cleveland, also appeared on the program and paid tribute to WGAR's safety efforts.

FREC to Finish Research Project

Will Take Up Receiver Study Involving Sets for Schools

THE FEDERAL Radio Education Committee has agreed to complete a research project already launched by the Committee on Scientific Aids to learning, and aimed at establishing standards for radio receivers for school use. Project engineers already have met with representatives of the Radio Manufacturers Assn., and specifications for test receivers have been worked out. In addition to creating engineering standards for receiver construction the project plans to test, through the jury method, actual receiver performance.

This action was part of that taken by the FREC at its recent meeting in the U. S. Office of Education. A number of the committee's studies have been published and made available to the broadcasting industry, and several new reports of completed studies now are in process of publication.

Completed Studies

Studies already published include *Forums on the Air*, report of a study of radio forums by Dr. Paul H. Sheats; *Local Station Policies*, report of a study conducted at WMBD, Peoria, Ill., and covering a typical station's policies with regard to educational and public service broadcasting. The latter study was directed by Dr. Leonard Power, coordinator of research for the committee.

Among reports of the Committee's studies which will shortly be released to the industry in printed form are: *College Radio Workshops*, a study of the subject indicated by the title; *American Cooperative Broadcasting*, a four-part study of national, regional, State and local educational and public service broadcasting; *Teacher Training & College Courses in Radio*, a study devoted to the subject indicated by the title; and a *Manual on Script Writing*.

Among new publications reported to the Committee in addition to these are the fourth edition of the *Educational Script Exchange Catalogue*, listing 531 approved educational scripts available to broadcasters and educators on loan, and a comprehensive listing of colleges and universities offering courses in radio.

Walter Preston, NBC, has joined the FREC, replacing John F. Royal, NBC vice-president, whose duties have made it difficult for him to take an active part in the committee's program. The committee will hold its next meeting in May.

Employes' Credit Corp.

EDDIE COONTZ, program director of KVOO, Tulsa, Okla., has been elected president of the new KVOO Employes' Credit Corp., organized to enable employes to invest and borrow money. Weymouth Young, staff musician, was elected vice-president, and Bob Baum, bookkeeper, secretary-treasurer. Employes may invest either through a savings account with regular interest payments or by purchasing stock at five dollars a share. They also may borrow at minimum interest rates. The credit corporation is set up under the laws of Oklahoma.

Operators Honor Industry Figures

Broadcast Industry Best in World, VWOA Declares

PAYING tribute to the American broadcasting industry as the "finest in the world", the Veteran Wireless Operators Assn. has presented its Marconi Memorial Service Award to the NAB as representative of the broadcasters of this country. Plaque was presented by William J. McGonigle, president of the VWOA, to Neville Miller, NAB president, at the association's 15th annual dinner-cruise, held Feb. 21 at the Hotel Astor, New York.

Further recognition for American broadcasting was given by the presentation of honorary memberships in the VWOA to Mr. Miller and to Lenox R. Lohr, president of NBC; William S. Paley, president of CBS, and Alfred J. McCosker, chairman of the board of MBS. Marconi Memorial Medals of Achievement were awarded to O. B. Hanson, vice-president and chief engineer of NBC; E. K. Cohan, director of engineering of CBS, and J. R. Poppele, chief engineer of WOR, for their contributions to the technical development of the American system of broadcasting.

Hooper Honored

For his work in developing the radio communications service of the U. S. Navy, Rear Admiral Stanford C. Hooper was awarded the Marconi Memorial Medal of Merit. A code message, tapped out by David Sarnoff, president of RCA, and transmitted by RCA Communications to Admiral Hooper aboard the *Brazil*, returning from the Inter-American Radio Conference at Santiago, notified the officer of his award. Admiral Hooper himself took over the key of the *Brazil* to send his acceptance and thanks directly to the hotel banquet hall.

The Marconi Memorial Medal of Valor was awarded posthumuously to Papas Theodorou, wireless operator of the Greek freighter *Kyllene*, who remained at his key following an explosion which wrecked the vessel until all other members of the crew were saved, but was himself drowned when jumping for a lifeboat in the dark. Harold P. Westman, secretary of the Institute of Radio Engineers, and Capt. Charles H. Maddox of the U. S. Navy, who first communicated from an airplane bv radio in 1912, were inducted as life members of the VWOA.

A portion of the dinner was broadcast over NBC-Blue and MBS, with Dr. Lee de Forest, radio pioneer and honorary president of VWOA, addressing the gathering from his home in Hollywood.

* * *

HAL STYLES, Los Angeles commentator on the weekly Don Lee network program, *Help Thy Neighbor*, has been elected president of Southern California Chapter, Veterans Wireless Operators Assn. Richard Stoddard, chief engineer of Hughes Aircraft Corp., and formerly an NBC New York technician, was made vice-president, with Leroy Bremmer, technical director of the National Radio Schools, Los Angeles, as secretary-treasurer. Dr. Lee DeForest was elected chairman of the advisory counsel.

MARCONI medal of achievement was presented Feb. 21 to O. B. Hanson (left), NBC vice-president and chief engineer, by William J. McGonigle (center), president of the Veteran Wireless Operators Assn. Lenox R. Lohr (right), NBC president, was given an honorary VWOA membership.

Practical Radio Course Is Offered by Florida U

SPECIAL training for radio work in either the technical, commercial or production ends is being offered bv Florida U as part of its regular curriculum. Using the university station, WRUF, Gainesville, as a laboratory, the school offers all its facilities in engineering, business management and speech and dramatic training, in addition to special radio courses and other studies affording a general and academic background to students interested in broadcasting as a career.

Under a Committee on Training for Radio, curriculum for such students has been established. It includes work in the college of engineering following the two-year academic course in the general college. The commercial training includes the general college program, along with upper-class work in the colleges of business and public administration, and is designed particularly for radio station management. Training in programming is provided in a third curriculum emphasizing courses in the arts and sciences. In all three divisions laboratory work at WRUF is featured. In addition, professional courses are offered in sound, writing, speaking, reading, music, advertising, management and other subjects.

FOR THE third consecutive year, KHJ, Los Angeles, has resumed its weekly half-hour student-prepared and participating program titled, *Young America Presents*.

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Full Time CBS Affiliate
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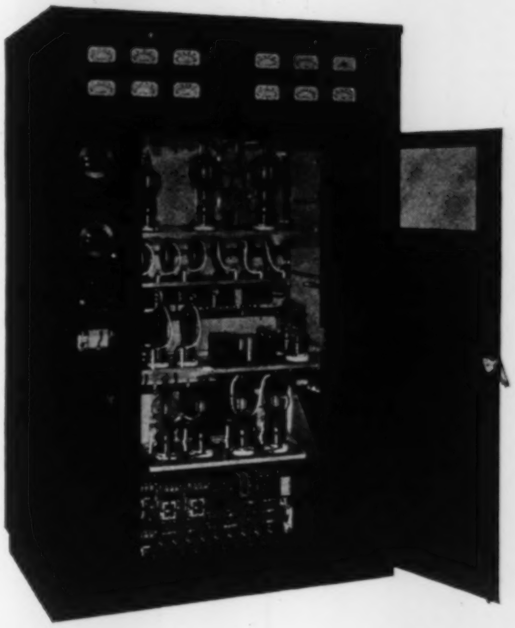
ADVANCE NOTICE TO ADVERTISERS
. . . of what promises to be this resort region's biggest tourist season in a decade! Extra millions to be spent . . . beginning soon! Plan your campaign now . . . over WWNC, the sole blanket coverage of this rich industrial-resort-farming-mining empire!

WNYC
The new ultra high frequency transmitter for the Municipal Broadcasting Station is a high fidelity unit with many unique features.



Let us estimate on your requirements for either amplitude or frequency modulated transmitters.
We will be glad to send specifications on request.
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251 West 19th St., New York City
Est. 1922

Tenn. Court Order Halts ASCAP Law Operation

A PERMANENT injunction, restraining Tennessee authorities from enforcing the State's anti-ASCAP law, was granted to ASCAP Feb. 21 by a three-judge statutory court. Decision, making permanent the temporary injunction secured by ASCAP in 1938 from the law which the State enacted in 1937, is the second permanent injunction ASCAP has obtained against State laws, the first being in Nebraska Dec. 27.

To date the State of Tennessee has made no appeal from the decree of findings issued by Judges George C. Taylor and Elmer D. Davies of the U. S. District Court in Tennessee and Xenophon Hicks of the Sixth Federal Circuit Court. ASCAP in its plea for a permanent injunction had charged that the law was unconstitutional.

ZONING Board of Appeals at adjacent Bloomfield, Conn., has granted WDRC, Hartford, permission to erect a second directional antenna towar in that town. WDRC plans to begin construction in a few weeks, permitting increase of night power from 1,000 to 5,000 watts as authorized by the FCC.

WBNX, New York, now operating 5,000 watts day and 1,000 night authorized by the FCC, began program tests Feb. 24 from its new transmitter at Carlstadt, N. J.

JIMMIE ALLEN says:

"I believe I can give you bigger sales increases per dollar spent than you can get by any other method—let me prove it."

Up to 650 transcribed episodes (World transcribed) available. Proven merchandising plan. You can buy rights for any book—65 episodes per book. Write for price and information,—stating number of episodes wanted, radio stations, etc. Audition record sent $4.00 C. O. D. Money back when returned.

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Postal Telegraph

Copyright Activity on All Fronts

(Continued from page 13)

of Witmark Bros., who is BMI office manager. Milton Rettenberg, former solo pianist for Frank Black, Andre Kostelanetz, and other maestros, has been retained as an arranger. Robert B. Sour, lyricist who wrote the lyrics for "Sing For Your Supper" and was co-author of "Body and Soul", likewise is on the staff. Public relations director is Russell Clevenger, of Albert Frank-Guenther Law, New York advertising agency. Research work is being handled by Ottalie Mark, along with several newly employed staff assistants.

Dept. of Justice Study

On another copyright front, the Department of Justice was understood to be actively considering reopening of its suit against ASCAP, pending since 1935 before the Federal District Court for the Southern District of New York. The suit seeks dissolution of ASCAP as a monopoly in restraint of trade. Victor Waters, special assistant to the Attorney General, has been assigned fulltime to study of the case and shortly is to make his final recommendations to Assistant Attorney General Thurman Arnold.

How soon the Department will act is problematical. The Department also has before it for scrutiny the relation of broadcasters with American Federation of Musicians, and while nothing has emanated from Assistant Attorney General Arnold indicating action, it nevertheless is felt the AFM situation, because of its correlation with ASCAP, may also figure in prospective governmental steps.

Arrest Incident Closed

The dizzy arrest incident was closed Feb. 27 when Gov. Ayers of Montana denied the extradition application on the technicality of lack of proof that Buck had been in Montana. The Governor, nevertheless, indicated his belief in Buck's "guilt", asserting he believed "proper cause has been shown that such a crime has been committed." The question, he said, was whether the extradition of a man who had never been in Montana, an admitted fact in the case, could be asked.

Prosecutor Dussault after the Governor's decision, held the chief executive could have granted the request legally and that it had been established in the Governor's opinion that "Mr. Buck is actually a fugitive from justice but one who cannot be brought here because of a mere technicality." Mr. Dussault added that if the ASCAP president believed the prosecutions are merely "a smearing campaign" he invited them to come to Montana voluntarily "as he said last June he would instead of using mayors and law technicalities in keeping away."

Mr. Dussault added that the Governor's denial did not preclude prosecution of the cases and that he proposed to turn to other methods at his disposal in order to "protect the citizens of our state from the group which Mr. Buck heads against whom anti-monopoly proceedings have been instituted in the Federal Court for the Southern District of New York.

The Buck arrest incident was regarded as a straw in the wind, with no basic significance except for the notoriety it precipitated. As a matter of fact, Gov. R. T. Jones of Arizona indicated Feb. 24 he would decline to sign papers for extradition of the former Ziegfeld Follies writer because he felt the charges were "ridiculous". When Mr. Buck was arrested Feb. 22 his bond was placed at $10,000. He frantically sought to raise the fund. Harry E. Westfall, Justice of the Peace, reduced the bond from $10,000 to $750 on Feb. 24, and set March 5 for a hearing on the fugitive warrant. He said he would dismiss the charges unless Gov. Ayers of Montana requested extradition prior to the hearing.

Allegations in Warrant

Mr. Buck, who had been in Phoenix since Jan. 21, was taken into custody Feb. 22 by Sheriff Lon Jordon on the basis of the telegraphic warrant forwarded from Montana. This alleged that Buck and 11 other defendants attempted to obtain money in varying sums by "false pretenses" from broadcasters, theatres and other music users. The complaint was that of A. J. Mosby, operator of KGVO, Missoula, and called for the arrest of 12 men, including Messrs. Buck, Mills, Paine and Louis Frohlich, of ASCAP; President Lenox R. Lohr, Executive Vice-President Niles Trammell, Vice-President and General Counsel A. L. Ashby and Vice-President John Royal, of NBC; William S. Paley, Edward Klauber and Isaac Levy, of CBS, and "John Doe".

Upon his arrest, Mr. Buck lashed out against the "smear" campaign. He said most broadcasters "are honest and recognize the right of songwriters to be paid for their works. But some do not want to pay their bills. Montana, through a few of its broadcasters, has attempted to legalize piracy of song writers' works. This [arrest] is part of their smearing campaign. It is a case of the law being used to further selfish interests, an aspersion on good order and decency. Montana has not paid an author or composer in the United States in three years. It is unwilling to pay for music, the raw material which keeps its radio microphones operating."

PLENTY of reason for mike fright was this tussle with Angel Gorgonia, wrestler known as "The Angel" (not for his beauty), in the studios of WMEX, Boston. Announcer Irwin Elliot (that's him at the left), described his reactions while submitting to the grappler's tender embraces.

Mr. Buck also made capital of the fact that "they utilized the Washington's birthday holiday, when banks and other institutions open to the ordinary citizen would be closed, to carry out their nefarious trick." He said the "$10,000 bond is another part of the scheme." "You'd think I was a Dillinger," he told reporters.

Reports from Phoenix said that Mr. Buck talked amiably and volubly to newspapermen while in Sheriff Jordan's office. After telling Sheriff Jordan to "go ahead and do what you're required to do," he turned to reporters and said, "This fight has only begun. It is a new phase when an attempt is made to smear a man, to make a circus of the law by twisting a civil action to a felony complaint."

Mr. Mills, commenting in New York on the incident, charged that "obviously those behind the nefarious scheme hope to humiliate Buck and to smear ASCAP by having him actually locked up in jail." He stated that "ASCAP is not in the slightest intimidated or terrorized" and that "it will not answer in kind but will continue an orderly, dignified and business-like procedure."

According to Schwartz & Frohlich, ASCAP counsel in New York, Mr. Buck may retaliate with a suit for "false arrest," probably against Montana broadcasters purportedly back of the action. This matter is "under consideration", it was stated, but no details of where or when the suit will be filed, if at all, have been settled.

Kate Smith Wins Ruling

KATE SMITH and the Kated Corp., New York, on Feb. 16 won a decision in New York Supreme Court restraining the Smith Co., New York, from advertising its undergarments as "Kate Smith Stouts, tailored and designed by Kate Smith". Under terms of the agreement, the Smith Co. may use the name of one of its owners, Kay Marian Smith, while the radio songstress was granted exclusive use of her name.

NBC and Rudy Vallee on Feb. 27 won a unanimous ruling from the New York Court of Appeals, which sustained the lower court's dismissal of the suit brought by Ruvall Orchestra Corp. for alleged breach of contract. Ruvall had asked damages of $177,200 from Vallee and $303,950 from NBC.

Recorders Study NAPA Litigation

May Intervene in WPEN Suit To Protect Own Interests

STRONG probability that the manufacturers of phonograph records will attempt to intervene in the suit filed by the National Assn. of Performing Artists against WPEN, Philadelphia [BROADCASTING, Feb. 15], was indicated Feb. 28 as attorneys for the various record companies studied the complaint.

Belief that all makers of phonograph records would have to enter into the suit as a matter of self-protection was expressed by several company representatives, but as yet no company has officially announced its intention of intervening. Case is likewise being studied by counsel for the NAB, but here again no action has yet been taken. It is believed other stations in Philadelphia will aid WPEN in its defense.

Suit, filed in the name of NAPA as an organization instead of in the names of individual NAPA members as is the usual procedure, names as defendants the William Penn Broadcasting Co., operator of WPEN, and four sponsors: P. B. White Co., Keith Tailors, Royal Shoe Market, and Morris Eisenberg and Herman Schaeffer, individually and trading as Bailey's Furniture Co.

Four Discs Specified

Each of these advertisers is alleged to have sponsored programs using recordings made by NAPA members on WPEN, and the complaint specifically names four discs alleged to have been broadcast by the station on Jan. 25 and 26. The records are: "Bluebirds in the Moonlight" and "Heaven in My Arms", both performed by Benny Goodman and both recorded by Columbia Recording Corp.; "Ooh! What You Said," performed by Hal Kemp and recorded by RCA-Victor, and "All the Things You Are", played by Johnny Green and recorded by U. S. Record Co.

Charging that such broadcasting of records constitutes "a wrongful and unconscionable use by defendants of plaintiff's property and property rights," that it violates the plaintiff's common law property rights in the "interpretations, renditions and performances" and that it is "unfair competition", "unlawful use of names and personalities" and "a violation of the rights of privacy", the plaintiff asks a permanent injunction after trial. Opposition from the record companies is expected to be based on the claim that the property rights referred to by NAPA, if ever held, have been assigned to the various recording companies, and the legality of the assignment of the rights of the artists to NAPA will also probably be questioned.

WPEN has not filed an answer to date, having under the Pennsylvania law 30 days from the service of the complaint in which to answer. Complaint was filed Feb. 15 in the Court of Common Pleas of Philadelphia County and was served on the defendants a few days later. Attorney for the station is Philip Amram, of the firm of Wolf, Block, Schorr & Solis-Cohen. Herbert A. Speiser, of Speiser & Speiser, represents NAPA.

A number of stations in the New York area have been invited by NAPA to talk over the situation, these invitations, according to NAPA, being made in an attempt to get the broadcasters' point of view on the broadcasting of phonograph records. Conversations held so far have not resulted in any crystallization of viewpoint, it is said.

Date for filing the records in the appeals from the lower court decision in the RCA-Whiteman-WNEW case has been set ahead from March 1 to March 15, by agreement of all parties.

FLASH!

42 Radio Stations Carry
"Voices of Yesterday"
Radio's Newest Thrill!

Famous People Such As Will Rogers — Teddy Roosevelt — P. T. Barnum Actually Speak Again!

A Public School "Tie-in"
THAT'S A WOW!

As Usual,
Because It's Unusual,
It's Produced By

Harry S. Goodman
19 EAST 53rd STREET at Madison Avenue NEW YORK CITY

LATE *Personal* NOTES

ROBERT E. JOHNSON, formerly of the West Coast office of McCann-Erickson Inc., has been named Pacific Coast representative for Ross Roy Inc., Detroit advertising agency. He will establish offices in the Western Pacific Bldg., Los Angeles, and will handle various phases of Dodge truck advertising and publicity on the Coast.

JOHN M. ALDEN, vice-president and partner of Logan & Rouse Agency, Los Angeles, has resigned to open the John M. Alden Agency at 1709 W. 8th St., Los Angeles. Accounts listed include Glo-Co Co. (hair dressing), Captivating Cosmetics, using regional radio, Mirror-Sheen, and Hoyt Heater Co.

MYRON A. ELGES, formerly with Edward Petry & Co., William G. Rambeau Co. and the Bermingham, Castelman & Pierce agency, has joined the sales staff of KTMS, Santa Barbara, according to a Feb. 22 announcement by Frank V. Webb, manager.

DONALD M. SMITH, formerly president of Bristol-Smith Inc., has joined the executive staff of Berg-Williams Corp., New York, manufacturers of the Dura-Perl line of dentifrices and toothbrushes. He will be elected secretary and a director of the corporation. Mr. Smith was also vice-president and one of the cofounders with the Bristols of Bristol-Myers.

O. B. HANSON, NBC vice-president and chief engineer; Vladimir K. Zworykin and Harold H. Beverage, of RCA, and G. H. Brown, of Bell Labs, were among a group of 500 engineers and scientists awarded Modern Pioneer medals at the banquet of the National Assn. of Manufacturers on Feb. 27 in New York.

JAMES H. CONNOLLY, in charge of radio for the New York office of the Branham Co., is the father of a daughter, Carol Ann, born Feb. 24, the Connolly's first child.

GEORGE CROWELL, recently with WTAG, Worcester, Mass., and other New England stations, has joined the announcing staff of WCOP, Boston.

THEODORE STREIBERT, vice-president of WOR, Newark, on Feb. 28 left for a vacation in Nassau, following the return of President Alfred J. McCosker from a Hollywood trip.

FRANK E. MULLEN, RCA vice-president, has been appointed chairman of the communications division of the Merchants Assn.'s membership drive in New York.

MRS. FLORENCE MARSTON, eastern representative of Screen Actors Guild, has been named a member of the Inter-Union Television Committee.

MARY JANE HERDMAN, formerly of KOIL-KFAB-KFOR, Omaha and Lincoln, has joined the program staff of KROW, Oakland.

LIVA MORGAN CRAFT, of Cedar Rapids, Ia., on Feb. 27 was granted a patent by the U. S. Patent Office which he has assigned to Collins Radio Co. It covers a distortion and carrier shift correction system.

GEORGE W. BAIN, assistant to Commissioner Thompson of the FCC, left that post Feb. 27 after receiving orders from the Navy to report for active duty. He has been a lieutenant on the reserve list for several years. No successor has been named.

GENE LOVEJOY, chief operator of KBND, Bend, Ore., has been appointed by the City of Bend as technical adviser for the new police transmitter, KQIN. Chet Wheeler, Hal Byer, and Bill Murphy of KBND have been presenting a series of discussions on radio as a career for high school seniors.

Col. A. H. Griswold

COL. A. H. GRISWOLD, 60, vice-president and director of the International Telephone & Telegraph Corp., died Feb. 24 at the New York Hospital after a brief illness. A leader in the communications industry, Col. Griswold was director of telephone and telegraph services of the A. E. F. during the World War, and played an important part in forming the radio policies of the American Telephone & Telegraph Co. in the early 1920's. He also had a major part in the engineering and construction of the original station WEAF, which was sold to RCA after AT&T withdrew from broadcasting operations. Surviving are a son, a daughter, two sisters and a brother. His wife, Edna Holmes Griswold, died in 1937.

OHRBACH'S Inc., New York department store, on March 4 starts a 13-week institutional test campaign on WQXR, New York, using two one-minute spot announcements daily, six times weekly. Grey Adv. Agency, New York, is agency.

STANDARD BRANDS, New York (Royal desserts), on March 28 discontinues *Those We Love*, NBC-Red Thursday evening show.

WFBG
ALTOONA PENN.
providing the ONLY full coverage of the Altoona trading area
Now
NBC-RED
and
FULL TIME OPERATION

SYMPATHY STRIKE IS STAGED AT WOV

BROADCASTERS are watching with interest the "sympathy strike" of musicians at WOV, New York, called because of the release of the staff orchestra at WPEN, Philaedlphia, sister station also owned by Arde Bulova. Since the WOV musicians walked out at midnight Feb. 17, little has occurred on the surface. It was reported the station has lost no commercials and is being picketed by only one man part-time. The strike was said to be distinctly in the sympathy category since there had been no complaint by WOV staff musicians.

At headquarters of the American Federation of Musicians, it was declared the national organization had instructed the New York local (802) to pull its members from WOV as a means of attempting to help the men discharged by WPEN, which after months of negotiation failed to reach an accord for a reduced quota.

The fact that the walkout was in purported violation of a contract, in a separate jurisdiction, and against a separate corporation, even though both stations are controlled by Mr. Bulova, carried no weight with AFM. Heretofore, when WPEN had asked the national board of AFM to rule on the controversy between the station and the Philadelphia local, the AFM said the question was of local autonomy and that it could not interfere.

Whether there will be formal action, locally or by the Government, could not be foretold. However, it was felt that there is likelihood of serious consequences, because of the inter-jurisdictional aspect.

Where
BROADCASTERS
MEET
THE MAYFLOWER
in the
CAPITAL

DAILY transcriptions on the register of Washington's Finest Hotel heralds the arrival of the nation's leading broadcasters. They like the convenient location of this famous hostelry to N.A.B. Headquarters and the completeness of its modern services. Rates are no higher than at less finely appointed hotels.

SINGLE ROOMS FROM $4
DOUBLE ROOMS FROM $6
All with Bath, of course

The MAYFLOWER
WASHINGTON, D. C.
R. L. Pollio, Manager

Larus 'Trading Post'

LARUS & BRO. Co., Richmond, on Feb. 21 started a quarter-hour weekly program titled *Trading Post* in the interests of Domino cigarettes on KGW, Portland, Ore., and KECA, Los Angeles. Program gives listeners an opportunity to offer various goods for exchange. Warwick & Legler, New York, is agency.

KITE, Kansas City, has appointed Howard H. Wilson Co., Chicago, as its national representative.

LANG-WORTH

planned programs

LARGEST
PUBLIC DOMAIN
RECORDED LIBRARY
in the WORLD

•

LANG-WORTH
FEATURE PROGRAMS
420 Madison Ave.
New York

KPO-KGO Rate Cards

CHANGES in sales plans and policies are indicated by new rate cards recently issued by KPO-KGO, San Francisco, along with revised maps for both local and network coverage in the area. Under the new setup sponsors may buy time on either station before 9 a.m. for one-third the gross evening rate, where formerly this reduction applied only until 8 a.m. The evening half-hour from 10:30 to 11 p.m., which formerly took full night gross rates, is now available for one-half gross evening rates on either station, while the 11 p.m. to midnight hour has been reduced to one-third full rate. Five-minute periods, except in particular programs, are now classified as programs instead of announcements, and are eligible for standard dollar volume discounts and rebates. Ten-minute programs also have been made available under the new arrangement.

Barbasol Adds

WASEY PRODUCTS, New York, in its Barbasol campaign of one-minute transcriptions six times weekly featuring Craig McDonnell, will add four stations to the list to make a total of 15 from Feb. 19 to March 4. Stations are: WRC, Washington; KDKA, Pittsburgh; KPO, San Francisco, and WFAA-WBAP, Dallas-Ft. Worth. Erwin, Wasey & Co., New York, is the agency.

PROFESSIONAL DIRECTORY

JANSKY & BAILEY
An Organization of
Qualified Radio Engineers
Dedicated to the
SERVICE OF BROADCASTING
National Press Bldg., Wash., D. C.

McNARY and CHAMBERS
Radio Engineers
National Press Bldg. Nat. 4048
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GLENN D. GILLETT
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HECTOR R. SKIFTER
Consulting Radio Engineer
FIELD INTENSITY SURVEYS
STATION LOCATION SURVEYS
CUSTOM BUILT EQUIPMENT
SAINT PAUL, MINNESOTA

A. EARL CULLUM, JR.
Consulting Radio Engineer
2935 North Henderson Avenue
Telephones 3-6039 and 5-2945
DALLAS, TEXAS

Martin V. Kiebert, Jr.
Consulting Radio Engineer
associated with Jansky & Bailey
Russ Bldg., San Francisco, Cal.

Frequency Measuring
Service
EXACT MEASUREMENTS
ANY HOUR—ANY DAY
R.C.A. Communications, Inc.
66 Broad St., New York, N. Y.

CLASSIFIED ADVERTISEMENTS

Help Wanted and Situations Wanted, 7c per word. All other classifications, 12c per word. Minimum charge $1.00. Payable in advance. Count three words for box address. Forms close 25th and 10th of month preceding issues.

Help Wanted

Employees—Let us help you get a position through our National Radio Employment Bureau. Paramount Distributors, Box 864, Denver, Colo.

Wanted: Announcer-Operator, good delivery and diction. Send photo and transcription, references, character and business. Box A707, BROADCASTING.

Salesman—acquainted with buyers of radio shows in the New York market. Must have radio experience and be in a position to work on commission basis. Box A716, BROADCASTING.

Announcers, two, handle controls, news, continuity, send transcription, salary expected. **Also have opening salesman,** protected accounts, must have good record, character. WGRC, Louisville, Kentucky, MBS.

Immediate opening for experienced announcer. Musical background with aptitude for newscasting and ad-libbing desirable. Please include voice recording and references with letter of application. WFVA, Fredericksburg, Virginia.

Continuity Writer—Position available immediately for man experienced in commercial, spot and program copy writing. State in letter if any experience as an announcer. Apply in detail Box A708, BROADCASTING.

Situations Wanted

Junior Announcer, 2 years radio poetry experience. Good voice. Go anywhere. Box A721, BROADCASTING.

Engineer with ten years experience five and fifty kilowatt station, desires change. References. Box A728, BROADCASTING.

Sportscaster wants position with station handling play by play accounts, sports commentary. Box A723, BROADCASTING.

Announcer-News, programming and dramatic experience. Desire permanent situation. References. Recordings. Box A724, BROADCASTING.

Announcer: Young and aggressive, southern voice; unusually good morning program; well qualified for program director; have ideas; hard worker; good references. Box A726, BROADCASTING.

Energetic! Versatile! Experienced! News, special event commentator, general utility announcer-writer. Can present any program aired. Employed. Prefers Midwest. Box A718, BROADCASTING.

Experienced stenographer, college-educated, attractive, classical pianist, knowledge harmony-musical history, seeks connection New York firm. Box A729, BROADCASTING.

Announcer, 5 years experience, announcing, newscasting, program and special events direction. Desires position with progressive station. Good references. Box A715, BROADCASTING.

Announcer-continuity writer. Newscaster. College graduate. Four years experience in 5000 watt western stations. Available after March 15. Box A706, BROADCASTING.

Program Director — Experienced in all Branches of Programming. Employed—Press Book—Photo—Character and Work Letters—Many new program ideas. Would work for reasonable salary. Box A713, BROADCASTING.

Salesman: Ten years experience. 1937 sales exceeded $40,000. 1938 $50,000, 1939 $65,000 in small city. Now serving as salesmanager. Desire change. Proven record. I sell ideas and programs—not announcements and time. Qualified for station or commercial manager. Box A725, BROADCASTING.

Announcer, 3 years experience desires to make change. Single. Age 20. Will go anywhere. References. Box A731, BROADCASTING.

Situations Wanted (Continued)

Radio Operator-Engineer—First class telephone license. Young, experienced. References. Go anywhere. Box A730, BROADCASTING.

YOUNG ANNOUNCER-SCRIPT WRITER, also piano player and singer. Now employed. Four years radio experience. Available on two-weeks notice. Any section of the country. Recordings. Box A717, BROADCASTING.

Manager, network-affiliated station, desires new connection. Seven years' radio background includes all phases selling, production, writing. Married. 38. College man. Sales record sent on request. Box A719, BROADCASTING.

Experienced announcer, now employed, wants change. News, commercials, programming and continuity. Also wide experience in classical music field. Recordings. Box A727, BROADCASTING.

Employed Station Executive — manager, sales director. Knows production, promotion; efficient administrator. Desire position with station where ability will bring advancement. Box A720, BROADCASTING.

Announcer—specialist in commercials, copywriting, programming, account servicing. Do special events, sports, 3 years with present organization. Desire change. Record available. Box A712, BROADCASTING.

Experienced Engineer—licensed; experienced on installation and maintenance of practically all types of broadcast equipment under 5 KW; also do announcing. A-1 references. Available March 1. Write Vernon Baumgartner, Litchfield, Minnesota.

Man and Wife team, both 32 years old, now employed. Ten years experience, managing, selling, promotion, programming and air work. Successful background. Best references. Will consider moderate salary or salary and commission. Write Box A722, BROADCASTING.

Mister New Station Owner: You need an able station executive. Network outlet, Program-Production head, wants to invest, with services in local station. Ten years' successful operation, all departments. Highest references. Box A709, BROADCASTING.

Employers—We have experienced radio employees in every section of the United States. Let us submit summaries of qualified applicants whose references have been verified. No cost to you through National Radio Employment Bureau, Box 864, Denver, Colo.

Station Manager & Program Director now employed in East desires return West preferably Coast. 13 years radio from small station to network. Background experience includes management, engineering, music, announcing, copy, production, dramatics direction, round-tables, public speaking, promotion, originations and commentaries. Married. Aged 30. Car. Box A705, BROADCASTING.

Wanted to Buy

Modern 1 kw. transmitter meeting FCC specifications for installation within 60 days. Box A714, BROADCASTING.

Private individual wants to buy outright or controlling interest in station now in operation. Large or small. Replies strictly confidential. Box A711, BROADCASTING.

Local or regional station—whole or part interest with services. Efficient Program-Production Executive, basic network station, willing to back twelve years' experience with his own hard cash. Full particulars will be held confidential. Box A710, BROADCASTING.

For Sale—Equipment

Latest Western Electric 250 watt transmitter, excellent condition. Available March 15, because of increase of power. KSAL, Salina, Kansas.

For Quick Action
USE THE CLASSIFIED AD SECTION

CONDENSED PLAYS
Tested by NBC in Movie Theatres in East

NBC, through its artists' bureau, is experimenting with the presentation of condensed legitimate plays in conjunction with a feature motion picture in territories in the East outside of New York City. First of these hour condensed plays was tested thrice daily during the week of Feb. 21 at the Palace Theatre, Stamford, Conn., the presentation being Clare Boothe's "Kiss The Boys Goodbye". If the Stamford experiment proves satisfactory, NBC plans to send the same company, under the direction of Ellen Spencer, to Pittsburgh to work out of KDKA, NBC's affiliate in that city, and from there to other leading cities.

It has been rumored that CBS is planning to send out road tours of Broadway productions in communities where the Columbia Concerts Bureau has already organized audiences, but, according to Ward French of Columbia Concerts, who would be managing director of the plan, this idea is not definite and no details have been worked out.

DON LEE'S VIDEO INSPECTED BY FCC

DON LEE television progress in Los Angeles was inspected in February by Bernard H. Linden, inspector in charge of the Southwest district. The visit was in connection with the FCC's tour [BROADCASTING, Feb. 15], Mr. Linden examining the results of Don Lee's eight years of video research.

Taking the FCC inspector around were Thomas S. Lee, president of Don Lee, and Harry R. Lubcke, director of television. Mr. Linden made extensive notes in his complete examination of the Don Lee television plant, including the new two-camera portable equipment. Since W6XAO went on the air Dec. 23, 1931, 2,517 programs totaling 6,000 hours have been televised.

Following his tour, the FCC inspector said: "I was exceedingly well impressed with the performance of the television show of W6XAO both at the sending and receiving ends. I marveled at the lack of interference with reception, and as long as I was at the station and at the home of Thomas S. Lee, seven miles away, the images were very clear and realistic and I enjoyed the performance as well as the skilled technique demonstrated by the staff in handling the equipment."

(U.P.)

THE MARK
OF ACCURACY, SPEED
AND INDEPENDENCE IN
WORLD WIDE NEWS
COVERAGE

UNITED PRESS

Stromberg-Carlson Gives Ray H. Manson New Post

RAY H. MANSON, vice-president in charge of engineering of Stromberg-Carlson Telephone Mfg. Co., which operates WHAM, Rochester, has been elected vice-president and general manager succeeding the late George A. Scoville, according to an announcement Feb. 23 by president Wesley M. Angle. With Stromberg since 1916, Dr. Manson served as its chief engineer prior to his election to the board and is the inventor of a number of telephone and radio patents as well as a past president of the Institute of Radio Engineers.

Lee McCanne, secretary and radio sales manager for the last five years, was named assistant general manager. Edward A. Hanover, vice-president in charge of production and executive of the company's broadcasting activities, continues in that capacity. George E. Eyer is general superintendent of broadcast operations while William Fay is manager of WHAM and its new companion frequency modulation station W8XVB. Fred C. Young, manager of engineering, was named chief engineer to succeed Dr. Manson.

SHOW MUST GO ON, and true to the tradition of the stage KMBC's Margaret Munro wasn't to be outdone by a slight indisposition. Struck to her bed by flu, she was unable to go to the studio for her daily stint, *Across The Breakfast Table,* with her Script-Husband Gordon. Recording engineer Allen Jacobs came to the rescue with his portable recording equipment, moved it to her living room where episodes of the show were recorded each afternoon. Quick to catch a timely clue, Gordon carried on script-writing job alone, keying situations to Margaret's entertainment of the hob-nailed bug.

THE LISTENER SPEAKS HIS MIND
Along With Some 30 Others as KDYL Sounds the Sentiment of an Audience Cross-Section

AS A NEW aid to its program department, KDYL, Salt Lake City, early in February held the first meeting of its newly-organized Listeners Advisory Council. The initial meeting was held after several weeks of research and preparation to secure 30 representative listeners comprising a cross-section of the typical audience of the station.

The Council panel was chosen by writing to a list of persons in a wide variety of professions, asking them to indicate their willingness to serve by returning a self-addressed postcard containing name, address and business. The group, as finally constituted, included a hotel manager, locomotive engineer, truck driver, minister, school principal, clubwomen, teachers, housewives and Parent-Teachers members.

Several novel angles were brought out by the Council in making known its views on what constitutes suitable radio fare. Educational programs, including newscasts, received high praise. A majority indicated that more than the station's present five newscasts daily would be an improvement, suggesting that a news program as late as 11 p.m. or midnight would be welcome. The group also recommended greater informality on the part of announcers to lessen the tendency to oversell a commercial announcement. Several expressed favor for substituting studio broadcasts of semi-classical music for the late dance programs.

After the Council had been in session two hours, led by Myron Fox, KDYL program director, the station carried a quarter-hour program of interviews with panel members, handled by Emerson Smith. Monthly meetings with the KDYL staff are planned, with board members presenting their views as gathered from reactions to both local and network programs. Bulletins are to be sent out regularly to members of the group, asking comment on specific programs.

Boon to Libraries

A 'DOUGHNUT' designed to fit around the label of transcriptions has been developed by Ed Craney, manager of KGIR, Butte, Mont. It is a half-inch wide, with adhesive on the bottom, and is divided into six sectors to accommodate discs containing up to six selections. Each sector is ruled into 16 sections, with a concentric dividing line in the center providing a total of 32 sections. By drawing a diagonal line across a section when one of the pieces on a library disc is played, a record of performances is provided so that the number of times a piece has been played can be determined at a glance. This avoids repeated playing of the first two or three pieces to the exclusion of the others on a side of a disc. Lang-Worth Feature Programs, New York, already has adopted the doughnut.

Heard the Fight

INTERNATIONAL division of NBC has received more than 4,000 letters from Latin America in connection with the Spanish shortwave broadcast from the United States on Feb. 9 of the Louis-Godoy heavyweight championship fight, which was sponsored by the Standard Oil Co. of New Jersey and its Latin affiliates [BROADCASTING, Feb. 1]. The fight was broadcast on NBC stations WRCA and WNBI, and 71 stations in Latin America asked for and received permission from NBC to rebroadcast the program. A station manager in Puerto Rico reported that practically every set on that island had been tuned to the broadcast, according to tests he conducted.

Suit Seeking Damages From RCA Is Dismissed

DISMISSAL in Los Angeles Federal Court on Feb. 21 of the $100,000 damage suit against RCA Mfg. Co., and Montgomery Ward & Co., instigated by Austin Corcoran, Montana cowboy, may have a far-reaching effect on recording firms.

Corcoran, in the suit filed in December 1938, charged his doggerel, "Plain Bull," was set to music and recorded by RCA without payment to him. Montgomery Ward & Co. was named defendant as seller of the recordings. Judge Harry Hollzer upheld the contention of Frederick Leuschner and Richard Harper Graham, attorneys for the defendants, that under the Copyright Act, last amended in 1909, literary material of non-dramatic and non-musical type, such as "Plain Bull", can be recorded in its original form or combined with music and recorded as a song and the records sold for profit without infringing the plaintiff's copyright.

It was brought out in Judge Hollzer's ruling that material affected is that which is not in public domain. The decision permits use of such material without payment to its author. Attorneys for the defendants pointed out that under provisions of the Copyright Act, recording companies have been paying royalties running into millions of dollars to set music to poetry, nursery rhymes and other forms of literary endeavor not in public domain.

It is understood an appeal is being planned and that the plaintiff will take the suit to a higher court. ASCAP and writers organizations are expected to give their support to the suit against the recording company. Meanwhile a suit of $75,000 is still pending against CBS for broadcasting the musical version of Corcoran's doggerel.

CBC Checks Proprietary

A CHECK-UP is being made by the Canadian Broadcasting Corp. and the Department of Pensions & National Health, Ottawa, on the radio advertising continuity used by the manufacturers of certain reducing tablets. In a circular letter to all station managers the CBC calls attention to the fact that certain continuity is not being submitted for examination prior to being broadcast as required by Regulation 13 of the CBC Regulations for Broadcasting Stations.

THE MOST POWERFUL DAYLIGHT STATION IN PUERTO RICO

WNEL
The Link of the Americas. Complete coverage of bilingual tropical islands

WNEL
San Juan, PUERTO RICO

ACTIONS OF THE
FEDERAL COMMUNICATIONS COMMISSION

FEBRUARY 14 TO FEBRUARY 28, INCLUSIVE

Decisions . . .

FEBRUARY 14

WSAL, Salisbury, Md.—Affirmed order of 10-24-39 revoking station's license.

FEBRUARY 16

W9XEN, Chicago — Granted conditional exp. license for F-M station, 1 kw.

MISCELLANEOUS — WFDF, Flint, Mich., continued for one week consideration of petition to intervene applic. Thumb Bcstg. Co., Brown City, Mich.; E. E. Krebsbach, Miles City, Mont., continued for one week consideration of petition to intervene applic. Star Printing Co., Miles City, Mont.; L & M Bcstg. Co., Ottumwa, Ia., granted intervention applic. J. D. Falvey, Ottumwa; J. D. Falvey, Ottumwa, granted petition intervene L & M Bcstg. Co., and the two cases consolidated by Commission on its own motion; WKAQ, San Juan, P. R., denied reopening hearings re applic. Enrique Abarca Sanfeliz, San Juan and of United Theatres, San Juan; WCNW, Brooklyn, granted extension time to file proposed findings in Brooklyn cases; Lookout Mountain Co., Lookout Mountain, Ga., granted continuance hearing to 3-11-40 re applic. new station.

FEBRUARY 19

W9XYH, Superior, Wis.—Granted mod. CP new station, extending completion date.

WTRY, Troy, N. Y.—Granted mod. CP extend completion.

WGTC, Greenville, N. C.—Granted mod. CP new station re trans., antenna, studio site.

MISCELLANEOUS — WDRC, Hartford, granted mod. CP directional antenna, increase power, for changes in antenna; WMFJ, Daytona Beach, Fla., granted license increase to 250 w (conditional); WEEI, Boston, granted license increase to 5 kw N & D directional; WBAB, Atlantic City, granted license new station, move studio; KCMO, Kansas City, granted license new trans., increase to 1-5 kw; WAWZ, Zarephath, N. J., granted CP change trans.

FEBRUARY 20

NEW, Hazelwood Inc., Orlando, Fla.—Granted CP 1200 kc 250 w unl., Class IV.

KICA, Clovis, N. M.—Granted mod. license to unl., 100 w.

NEW, Kentucky U, Beattyville, Ky.—Granted CP non-commercial education station 41900 kc 100 w A3 emission unl.

SET FOR HEARING — NEW, Grand Rapids Bcstg. Corp., Grand Rapids, Mich., CP 1200 kc 250 w unl.; NEW, Worcester Bcstg. Corp., San Diego, Cal., CP 1420 kc 250 w unl.

MISCELLANEOUS—Order of 1-29-40 requiring outstanding broadcast licenses to expire 8-1-40 pursuant to carrying out provisions of North American Regional Broadcasting Agreement; WBHP, Huntsville, Ala., denied hearing before Commissioner re applic. renewal.

FEBRUARY 23

MISCELLANEOUS — E. E. Krebsbach, Miles City, Mont., denied intervention applic. Star Printing Co., Miles City, for CP, and Star Printing Co., granted consolation of its CP applic. with E. E. Krebsbach; W. F. Huffman, Wisconsin Rapids, granted continuance hearing.

FEBRUARY 24

MISCELLANEOUS — KHSL, Chico, Cal., granted license increase to 500 w 1 kw 1260 kc unl.; W2XWE, Albany, N. Y., granted license facsimile 500 w; W9XAO, Milwaukee, granted CP F-M 1 kw; Harry Jackson, Harrisburg, Pa., adopted final order denying applic. CP general experimental station.

FEBRUARY 27

NEW, J. Winfield Crew Jr., Roanoke Rapids, N. C.—Granted CP 1200 kc 250 w unl.

WJBW, New Orleans; WSKB, McComb, Miss.—Granted CPs increase to 250 w unl.

WSVA, Harrisonburg, Va.—Granted CP new trans., increase to 1 kw, move trans., new radiator.

WOR, Carteret, N. J.—Granted extension exp. auth. facsimile.

WGPC, Albany, Ga.—Granted CP move studio, trans., increase to 250 w, new trans., antenna.

SET FOR HEARING—KGDM, Stockton, Cal. mod. license to 1530 kc 1 kw unl.

TEMPORARY RENEWALS — KGBU, Ketchikan, Alaska; KTHS, Hot Springs, Ark.; KSUB, Cedar City, Utah; WMFJ, Daytona Beach, Fla.; WHO, Des Moines, and WSM, Nashville (both facsimile); W2XR, Long Island City (television); W9XSP, St. Louis (television); W9XAL, Kansas City (television); W1XG, Boston (television); W9XG, West Lafayette, Ind. (television); W2XDR, Long Island City (television); W9XK, W9XUI, Iowa City (television).

FEBRUARY 28

MISCELLANEOUS—KMJ, Fresno, Cal., granted license increase to 1-5 kw etc.; KTKC, Visalia, Cal., granted CP change trans.

Applications . . .

FEBRUARY 14

NEW, General Bcstg. Inc., Miami, Fla. —CP 1330 or 1360 kc 500 w 1 kw, when Havana treaty goes into effect.

NEW, Harbenito Bcstg. Co., Cameron Co., Texas—CP 1370 kc 250 w unl.

FEBRUARY 17

WOV, New York—CP new trans., directional antenna, increase to 10 kw.

WOLF, Syracuse—Mod. CP new station re antenna, trans., studio.

WSYR-WSYU, Syracuse—Auth. transfer control to H. C. Wilder.

NEW, Fort Industry Co., Toledo—CP F-M 250 w unl., amended to 1 kw, change trans.

WKBN, Youngstown—CP F-M 1 kw.

NEW, Louisville Times Co., Eastwood, Ky.—License A-3 emission 500 w.

W9XWT, Eastwood, Ky.—License new facsimile station.

WMBG, Richmond, Va.—Mod. CP increase power to 1-5 kw, asking extension of completion; WCHS, Charleston, W. Va., CP directional N, increase to 5 kw N & D.

WJLS, Beckley, W. Va.—CP new trans., directional N, change to 900 kc 1 kw.

KPAC, Port Arthur, Texas—Mod. license to 500 w 1 kw.

NEW, Kingsul Bcstg. Corp., Kingsport, Tenn.—CP 1420 kc 250 w unl.

WMOB, Mobile, Ala.—Mod. license to 100 w N & D.

NEW, Granite District Radio Bcstg. Co., Murray, Utah—CP 930 kc 250 w unl (960 kc. asked if Havana treaty effective).

KWJB, Globe, Ariz.—Vol. assign. license to Bartley T. Sims, d/b Sims Bcstg. Co.

KSLM, Salem, Ore.—Mod. license to 1 kw N & D.

FEBRUARY 19

NEW, Frequency Bcstg. Corp., Brooklyn—CP high-freq., 50 kw unl., special emission.

WBRY, Waterbury, Conn. — CP new trans., directional N & D, increase to 5 kw.

WDEL, Wilmington, Del.—CP directional N, increase to 1 kw N & D.

WHAS, Louisville—Mod. license change name to Courier-Journal and Louisville Times Co.

WOAI, San Antonio—CP change equip.

FEBRUARY 21

W2XD, Schenectady—CP reinstate visual station.

WING, Dayton—CP new trans., freq. monitor, change antenna, increase to 5 kw N & D.

NEW, Metropolis Co., Jacksonville, Fla.—CP F-M 1 kw.

WGPC, Albany, Ga.—CP increase to 250 w, amended for new trans., antenna, move studio.

WAOV, Vincennes, Ind.—Mod. CP re antenna, trans., studio site.

NEW, Indianapolis Bcstg. Inc., Indianapolis—CP F-M 1 kw.

W9XAZ, Milwaukee—License reinstate station 500 w A-3 emission.

KFKA, Greeley, Col.—Mod. license to 1 kw N & D, amended to Class III-A station.

NEW, Don Lee Bcstg. System, Los Angeles—CP high-freq. F-M 1 kw.

FEBRUARY 23

WNEL, San Juan, P. R.—CP change trans., antenna, increase to 5 kw N & D.

NEW, Wm. Penn Bcstg. Co., Philadelphia —CP F-M 1 kw.

NEW, Ashland Bcstg. Co., Ashland, Ky.—CP F-M 1 kw.

NEW, LaGrange Bcstg. Co., LaGrange, Ga.—CP 1210 kc 100 w unl.

KVFD, Fort Dodge, Ia.—License increase to 250 w N & D.

W8XAD, Rochester—License F-M.

WNAC, Boston—Mod. CP increase to 5 kw N & D, change antenna, amended to directional.

WEAN, Providence—CP change antenna, increase to 5 kw N & D, amended re antenna.

NEW, Capital Bcstg. Co., Washington—CP 1310 kc 250 w unl., amended to 1420 kc.

NEW, Mid-America Bcstg. Corp., Louisville—CP 1040 kc (1080 when Havana treaty is effective), 1-5 kw unl., directional.

NEW, WISH Inc., Tupelo, Miss.—CP 1500 kc 250 w unl.

WALA, Mobile—Mod. CP as mod. for 1 kw, new antenna, increase to 5 kw directional N, move trans.

NEW, Greensboro Bcstg. Co., Greensboro, N. C.—CP 1380 kc 500 w D, amended to 1370 kc 100 w unl., change applic. from Ralph M. Lambeth to Greensboro Bcstg. Co.

KSTP, St. Paul—Mod. license change corporate name to KSTP Inc.

FEBRUARY 27

WBEN, Buffalo—CP increase to 5 kw N & D, move trans.

WSVS, Buffalo—Mod. license re hours.

WMBG, Richmond, Va.—Mod. CP as mod. increasing power to 5 kw N & D.

WDOD, Chattanooga—CP F-M 1 kw unl.

NEW, Pan-American Bcstg. System, Hollywood, Fla.—CP 1240 kc 250 w unl.

KBTM, Jonesboro, Ark.—Mod license to 250 w N & D.

WJBO, Baton Rouge, La.—CP increase to 5 kw, directional N.

KSAL, Salina, Kan.—CP increase to 1 kw N & D, change antenna.

FEBRUARY 28

WKNY, Kingston, N. Y.—License increase power, change hours.

WKZO, Inc., Kalamazoo—CP F-M 1 kw.

WKZO, Inc., Grand Rapids—CP F-M 1 kw.

NEW, John Memolo, Wilkes-Barre, Pa.—CP 1210 kc 250 w unl., (WBZX facilities if revoked).

WMBI, Chicago—Mod. license to ltd., contingent WCBD shift, amended to ltd. WBT, KFAB, contingent KFAB shift to 1080 kc.

WLOL, St. Paul—Mod. CP trans. site.

FAMOUS Glacier Priest, Father Hubbard (left), appeared recently on WDAY, Fargo, N. D., interviewed by Announcer Howard Nelson.

SYRACUSE REFUSAL AFFIRMED BY COURT

ANOTHER legal victory was chalked up by the FCC Feb. 28 when the U. S. Court of Appeals for the District of Columbia dismissed, without written opinion, the appeal of Sentinel Broadcasting Co. from the Commission's decision of last October granting Civic Broadcasting Co. a new station in Syracuse, N. Y., to be known as WOLF and headed by T. Sherman Marshall. The Commission had granted Civic a 100-watt fulltime station on 1500 kc. without considering the application of Sentinel for assignment to 620 kc. with 1,000 watts fulltime. Sentinel contended that it was prejudiced by the Civic grant in view of its pending application, but the Commission held that since two separate assignments, one local and one regional, were involved, the applications were not in conflict. The court presumably sustained the Commission's judgment in dismissing the Sentinel appeal.

At the same time the court set down for oral argument the petition of WSPA, Sparanburg, S. C., for a stay order to restrain the FCC from licensing the new local in that city (WORD) granted Spartanburg Adv. Co. The latter company since has requested a regional assignment. No date has yet been designated for the arguments.

School Series to Latins

CBS announced Feb. 29 that it is making available to the Latin American countries and Canada all the material used in its regular *American School of the Air* educational programs for domestic production and broadcast in those countries. The CBS offer, which drew praise from the State Department for promoting international cooperation, includes scripts, translations, and all the manuals and texts necessary for producing the programs and following through with supplementary study. The *School of the Air* broadcasts will be broadcast individually by each country rather than shortwaved from the United States, according to CBS. Brazil, Mexico, Dominican Republic and Canada already have accepted the offer.

INDEPENDENT Merchants Broadcasting Co., headed by John P. Devaney, former chief justice of the Minnesota State Supreme Court and first president of the National Lawyers Guild, which recently secured a construction permit for a new 1,000-watt fulltime station on 1300 kc. in Minneapolis [BROADCASTING, Feb. 1-15], has filed a new application with the FCC asking that a transmitter location at Myrtle Ave. & Emerald St., St. Paul, be approved.

Network Accounts

All time EST unless otherwise indicated.

New Business

CAMPBELL SOUP Co., Camden (tomato juice), on Feb. 19 started *Fletcher Wiley* on 8 CBS stations, Mon. Wed., Fri., 10:45-11 a.m. (PST), and Tues., Thurs., 12:15-12:30 p. m. (PST). Agency: Ward Wheelock Co., Philadelphia.

GRIFFIN MFG. Co., Brooklyn (shoe polish) on March 16 starts dramatic program on 4 MBS stations, Sat., 8:30-8:45 p. m. Agency: Bermingham, Castleman & Pierce, N. Y.

R. L. WATKINS Co., New York (Dr. Lyons Toothpowder), on March 19 starts *Backstage Wife* on 13 Texas State Network stations, Mon. thru Fri., 1-1:15 p. m. (CST). Agency: Blackett-Sample-Hummert, N. Y.

ANACIN Co., Jersey City (headache powders), on March 19 starts *Our Gal Sunday* on 13 Texas State Network stations Mon. thru Fri., 1:15-1:30 p. m. (CST). Agency: Blackett-Sample-Hummert, N. Y.

R. L. WATKINS Co., New York (Mulsified Cocoanut Oil, Cascarets), on March 19 starts *Julian Aikin*, singing cowboy, on 13 Texas State Network stations, Mon. thru Fri., 1:30-1:45 p. m. (CST). Agency: Blackett-Sample-Hummert, N. Y.

STERLING PRODUCTS, Wheeling (Glostora, Ayer's Pectoral) on Feb. 19 started break announcements on 13 Texas State Network stations, Mon. thru Fri., 1:15 and 1:45 p. m. (CST). Agency: Blackett - Sample - Hummert, N. Y.

AMERICAN HOME PRODUCTS, Wheeling (Aerowax) on Feb. 19 started break announcements on 13 Texas State Network stations, Mon. thru Fri., 1:30 p. m. (CST). Agency: Blackett-Sample-Hummert, N. Y.

DR. MILES CALIFORNIA Co., Los Angeles (Alka Seltzer), on March 4 starts for 52 weeks *Our Friendly Neighbors* on 31 Don Lee network stations, Mon. thru Fri., 11-11:15 a.m. (PST). Agency: Associated Adv. Agency, Los Angeles.

D. GHIRARDELLI Co., San Francisco (Ground Chocolate, Nu-Malt Chocolated Malted Milk), on Feb. 22 started *One Man Theatre* on 7 CBS Pacific stations, Thurs., 8:15-8:30 p.m. Agency: Erwin, Wasey & Co., San Francisco.

BASIC FOODS Inc., Los Angeles (health breads), on Feb. 19 started for 52 weeks, *Facts About Life and How to Live It*, on 3 California Don Lee stations (KHJ KGB KFRC) Mon. thru Fri., 12:15-12:30 p. m. (PST). Agency: Elucidator Publications, Los Angeles.

TUCKETT Ltd., Hamilton, Ont. (Wing cigarettes) on Feb. 27 started *Top Flight Tunes* on 36 Canadian Broadcasting Corp. stations, Tues. 9-9:30 p. m. Agency: MacLaren Adv. Co., Toronto.

UNIVERSAL "PRECISION"

Low priced sensitive recording head. Gives clear clean recordings with ample "highs". Stays put. No adjustments needed at any time. Mounts quickly and easily on any machine. 15 ohms. 2 watts input. Full range of frequencies. If your dealer cannot supply you, write direct. Catalogs now ready.

List $22.50

UNIVERSAL
MICROPHONE CO. LTD.
424 Warren Lane Inglewood, Calif.

Sinclair War News

SINCLAIR REFINING Co., New York (petroleum products), on April 3 will sponsor the CBS European news round-up program heard thrice weekly, 6:45-7 p. m. on 60 stations, which the network started last fall following the outbreak of the European war. Sinclair is changing the title of the program to *The World Today* and will continue to feature news from European capitals with a possible domestic angle included. Brief commercials will be at the beginning and end of the program. Federal Adv. Agency, New York, handles the account.

CAMPBELL SOUP Co., Camden, on April 1 starts program on CBS, Mon. thru Fri., 7:15-7:30 p. m. Agency: Ward Wheelock Co., Phila.

COMMERCIAL CREDIT Co., Baltimore, on March 25 starts *Bob Trout* on 64 CBS stations, Mon., Wed., Fri., 6-6:05 p. m. Agency: O'Dea, Sheldon & Canaday, N. Y.

McKESSON & ROBBINS, Bridgeport, Conn. (Albolene cleansing cream), on March 2 starts *Breakfast Club* on 3 NBC-Blue stations, (WJZ, KDKA, WBZ), Sat., 9:30-10 a. m. Agency: J. D. Tarcher, N. Y.

Renewal Accounts

STERLING PRODUCTS, New York (Ironized Yeast), on Feb. 13 renewed for 13 weeks *Court of Missing Heirs* on 61 CBS stations, Tues., 8:30-8:55 p. m. Agency: Ruthrauff & Ryan, N.Y.

WM. WRIGLEY Jr. Co., Chicago (chewing gum), on April 1 renews for 13 weeks *Melody Ranch*, on 66 CBS stations, Sun., 6:30-7 p.m. (EST). Agency: J. Walter Thompson Co., Chicago.

GENERAL BAKING Co., New York, on Feb. 12 renewed *Lone Ranger* on 10 MBS stations, Mon., Wed., Fri., half-hour between 6:30-8 p. m., 52 weeks, adds WSYR. Agency: BBDO, N. Y.

P. LORILLARD Co., New York (Sensation), on April 1 renews *Sammy Kaye* on 28 NBC-Red stations, Mon., 7:30-8 p.m. Agency: Lennen & Mitchell, N. Y.

ROMA WINE Co., San Francisco, on Feb. 17 renewed for 52 weeks *Roma Wine World's Fair Party* on 16 Don Lee stations, Sat., 6-6:30 p.m. (PST), adds 3 Arizona stations. Agency: Cesana & Associates, San Francisco.

Network Changes

HARTZ MT. PRODUCTS Co., New York (birdseed), on Feb. 25 added WOR, Newark, and KFEL, Denver, to *Singing Canaries* on MBS.

"THE CRYSTAL SPECIALISTS SINCE 1925"

NEW LOWER PRICES!
LOW TEMPERATURE
CO-EFFICIENT CRYSTALS

Approved by FCC $30 Each

Supplied in Isolantite Air-Gap Holders in the 550-1550 Kc. band. Frequency Drift guaranteed to be "less than three cycles" per million cycles per degree centigrade change in temperature. Accuracy "better" than .01%. Order direct from—

Scientific
RADIO SERVICE
124 JACKSON AVENUE
University Park
HYATTSVILLE, MARYLAND

F. W. FITCH Co., Des Moines (shampoo), on Feb. 11 added 2 NBC-Red stations (WORL, KRIS) to *Bandwagon* making a total of 76 NBC-Red stations, Sun., 7:30-8 p. m.

STERLING PRODUCTS, New York (Ironized Yeast), on Feb. 27 adds 6 CBS stations (WRVA, WBT, WDBJ, WTOC, CKAC, CFRB) to *Court of Missing Heirs* making a total of 67 CBS stations, Tues., 8:30-8:55 p. m.

STERLING PRODUCTS, New York (Bayer Aspirin), on Feb. 27 adds 4 CBS stations (WWNC, WHP, KWKH, KROY) to *Second Husband* making a total of 54 CBS stations, Tues., 7:30-8 p. m.

BAYUK CIGAR Co., Philadelphia, on March 2 adds 5 MBS stations to *The Inside of Sports* making a total of 29 MBS stations, chiefly Tues., Thurs. and Sat., 7:45-8 p. m. Agency: Ivey & Ellington, Philadelphia.

WM. WRIGLEY JR. Co., Toronto, (gum) on Feb. 20 extended *Treasure Trail* to 9 Canadian Broadcasting Corp. Prairie network stations, Tues. 10-10:30 p. m. Agency: Tandy Adv. Agency, Toronto.

PROCTER & GAMBLE Co., Cincinnati (Oxydol), on March 1 shifts *What's My Name* from 19 NBC-Red stations, Sat., 7-7:30 p. m. to 49 Red stations, Fri., 9:30-10 p. m. Agency: Blackett-Sample-Hummert, Chicago.

GENERAL MILLS, Minneapolis (Bisquick), on March 18 replaces *Betty & Bob* with *The Light of the World* on 28 NBC-Red stations, Mon. thru Fri., 2-2:15 p. m. Agency: Blackett-Sample-Hummert, Chicago.

ETHYL GASOLINE Corp., New York, on April 8 shifts *Tune Up Time* on 67 CBS stations, from New York to Hollywood, for 6 weeks or more, Mon., 8-8:30 p. m.

UNION OIL Co., Los Angeles (petroleum products), in early April shifts operetta series on 12 CBS Pacific Coast to NBC-Pacific Red.

WSAI 24 Hours

WSAI, Cincinnati, effective March 1, will remain on the air around the clock on Fridays and Saturdays. All night programs will comprise recorded dance music with a special telephone line kept open for listener requests. Under the new policy, according to Dewey Long, general manager, the station will remain on the air continuously from Friday 6 a. m. to Monday 2 a. m.

PURE OIL Co., Chicago, on May 28 shifts *H. V. Kaltenborn* from 27 CBS stations, Mon., Wed., Fri., 6:30-6:45 p.m. to 36 NBC Red and Blue stations, Tues., Thurs., Sat., 7:45-8 p.m. Agency: Leo Burnett Co., Chicago.

DELAWARE, LACKAWANNA & Western Coal Co., New York (Blue Coal), on March 7 extended through April 7 *The Shadow* on 15 MBS stations, Sun., 5:30-6 p.m. Agency: Ruthrauff & Ryan, N. Y.

MBS cooperative show, *Show of the Week*, on Feb. 25 added WSYR, Syracuse, WTAG, Worcester, and WEAN, Providence, making a total of 14 MBS stations, Sun., 6:30-7 p.m.

GULF OIL orp., Pittsburgh, on April 28 replaces *Screen Guild Theatre* with *The Adventures of Ellery Queen* on 67 CBS stations, Sun., 7:30-8 p.m. (EDST). Agency: Young & Rubicam, N. Y.

AMERICAN HOME PRODUCTS Co., Jersey City (Old English No-Rubbing Wax, Kolynos, Anacin, Bisodol), on March 25 shifts *John's Other Wife* and *Just Plain Bill*, from 54 NBC-Red stations, Mon. thru Fri., 10:15-10:45 a. m. to 47 NBC-Blue stations, Mon. thru Fri., 3:30-4 p. m. Agency: Blackett - Sample - Hummert, N. Y.

BIG DIVIDENDS

. . . from a small investment

With confidence we say that no other radiator will bring you the results that you can expect from a Lingo Vertical Tubular Steel Radiator. We know this is true because at the many stations where Lingo Radiators are now in operation, both engineers and station managers are overly-pleased with the exceptionally high efficiency and very low maintenance costs. One station owner writes: "The signal locally, with only 100 watts power, compares favorably with a 5000 watts station in this same city." There are dividends in added sales for you when you install a Lingo Radiator and enjoy the added performance. Ask your engineer!

- *Write today for complete details in folder "B". Please give location, power and frequency.*

JOHN E. LINGO & SON, INC. Dept. B-3 CAMDEN, N. J.

LINGO VERTICAL TUBULAR STEEL RADIATORS

Growing Interest Is Shown in FM

Publicity Campaign Started; FCC Hearings March 18

BROADCASTERS' interest in frequency modulated transmission and the coming FM hearings, scheduled by the FCC for March 18, continues to rise steadily, as evidenced by a BROADCASTING survey of pending applications and experimental FM operation showing a total of 81 applications from 24 States and the District of Columbia, including 10 stations actually operating and 11 construction permits.

The survey indicates countrywide industry interest in the development of FM service, particularly along commercial lines, and presages an active campaign toward that end by leaders of the movement at the March 18 hearings [BROADCASTING, Feb. 15].

Publicity Campaign

An indication of the efforts to promote public interest in frequency modulation came recently with the appointment of Dick Dorrance, of the press staff of WOR, Newark, to handle publicity for FM Broadcasters Inc., including in its membership some 30 of the leading FM proponents, among them Maj. Edwin H. Armstrong, inventor of the Armstrong system of wide-band FM transmission. It is expected this group will form the spearhead of the campaign for FM recognition at the FM hearings. Philip G. Loucks, former NAB managing director, is chief counsel for FM Broadcasters.

An interesting inkling of things to come as an FM program service is developed was presented Feb. 23 by Mr. Dorrance in his first special release, discussing the new "staticless" transmission's effect on sound effects men. Because of the "crystal-clear" reproduction and reception, he pointed out, "you can light a match in front of the mike and it sounds just like a match being lighted—instead of a forest being bowled over by a berserk tornado".

"All those simple little sounds which previously required Rube Goldergesque contraptions to achieve can now be made quite naturally without causing a roomful of distortion at the receiving end," he commented. "Life is likely to be a far pleasanter struggle for sound effects men of the future who have to make all those weird noises for radio dramas—if they work at an FM station."

W2XOR's FM Starts

WITH the addition of W2XOR, 1,000-watt frequency modulation transmitter of WOR, Newark, which was scheduled to begin operation about March 1, FM set owners in the metropolitan area will have a choice of three stations. W2XMN, pioneer station of Maj. Edwin H. Armstrong, at Alpine, N. J., operates from 4 to 11 p.m., Mondays through Fridays, relaying CBS programs, and is also on the air from 3 to 6 p. m. on Sundays. W2XQR, FM outlet of WQXR, New York, rebroadcasts that station's programs from 5 to 10 p. m. every day. W2XOR will be on the air from 8 a. m. to 2 a. m. daily, with a full schedule of MBS programs, whether or not they are also broadcast by WOR.

F-M SERVICE was started Feb. 13 by WHEC, Rochester, which put its wide-band Armstrong REL transmitter, W8XAD, on the air for program tests. It is the tenth F-M transmitter authorized by the FCC and uses 42.6 mc. with 1,000 watts power. Located in the WHEC transmitter building, it employs a 329-foot radiator. At a dinner tendered by the station staff, the equipment was explained by Maurice Clark (left), chief engineer, and Clarence Wheeler, vice-president of WHEC. Stromberg-Carlson Telephone Mfg. Co. was the first Rochester F-M operator, its W8XVB having taken the air in November with 1 kw. on 43.2 mc.

United Drug Cuts Discs

UNITED DRUG Co., Boston, on or about May 1 will start a series of quarter-hour programs transcribed by NBC Radio-Recording Division, to run about five days on 200 stations during its semi-annual one-cent sale of Liggett and Rexall products. Titled *Rexall Magic Hour*, the programs will feature the *Radio Rogues*, Tony Martin, Glen Gray's Orchestra and Basil Ruysdael as announcer. A credit line will be given Ethyl Gasoline Corp. for the loan of Tony Martin from that company's CBS program. Agency is Street & Finney, New York.

WNEW, New York, has filed an application with the FCC for a frequency modulation transmitter, twelfth such application to come from New York, which has three stations in operation and nine applications pending. If permission is granted, WNEW will locate its F-M transmitter at Carlstadt, N. J., with the antenna for the new unit mounted atop the present high-fidelity antenna. Installation will be supervised by M. J. Weiner, WNEW's chief engineer.

Nets, AFRA to Present Chicago Code Arguments

QUESTION of wage scales and working conditions for radio performers employed on local broadcasts in Chicago will shortly be argued by representatives of NBC, CBS and the American Federation of Radio Artists before a three-man board of the American Arbitration Assn., following an AAA decision that the question is one for arbitration. Ruling to that effect was made by Prof. Wesley A. Sturges, chosen by AFRA; George Z. Medalie, picked by the networks, and Prof. Nathan Isaacs of Harvard, chosen by the other two. Sturges and Isaacs are expected to remain as arbitrators. The networks on Feb. 27 named George K. Bowen to replace Medalie, who is not available.

When the code was signed it was agreed that Chicago local rates be deferred pending further negotiations. Such negotiations having produced no result to date, AFRA on Jan. 23 asked for arbitration of the matter by the AAA, according to the union's understanding of the code provisions. NBC and CBS protested this interpretation and asked the AAA to rule first on the question of whether the matter was one for arbitration [BROADCASTING, Feb. 1, Feb. 15]. Joseph H. Ream, secretary and general counsel of CBS, and Robert D. Swezey of NBC's legal staff presented the case for the networks, while the union was represented by its executive secretary, Mrs. Emily Holt.

AFRA Discussions On Discs Planned

PRELIMINARY conversations with transcription manufacturers on the proposed code for performers other than musicians employed on recorded programs will be started shortly by the American Federation of Radio Artists, although this document is undergoing a partial revision following suggestions of the union's locals to whom the proposed code was submitted.

Changes are in provisions for usage and policing and do not affect the national wage scale, according to Mrs. Emily Holt, executive secretary of the union. Revised code, when completed, will again be sent to locals for their approval, and only after it has been approved by AFRA will it be officially offered to the makers of transcriptions [story on Hollywood on page 64].

AFRA has announced organization of the staff announcers, producers and artists of WTAQ, Green Bay, and WHBY, Appleton, Wis., affiliated stations, into a new AFRA chapter. Negotiations for a contract from the station management are under way, it was stated.

Appeal From License Revocation Order May Postpone Final Action on WSAL

DESPITE announcement Feb. 15 of a proposed FCC decision affirming the order of Oct. 24, 1939, revoking the license of WSAL, Salisbury, Md., actual revocation probably will not go through for at least several weeks. Under FCC procedure, Frank M. Stearns, licensee of the station, has 20 days from the publication date of the proposed decision to take exception to that proposal and request oral argument before the full Commission.

Although this had not been done as BROADCASTING went to press, William L. Marbury Jr., counsel for Mr. Stearns, on Feb. 23 indicated he intended to file exceptions and request oral argument. If the FCC grants the request, it will set a date for oral arguments, hold the hearing and then consider the arguments before finally disposing of the revocation case, a procedure which probably would stretch out for several weeks.

Continuation of Service

In any event it is believed the FCC will proceed in the case in a manner to insure uninterrupted, or only briefly interrupted, broadcast service by a local station in the Salisbury area, although there is some disagreement on how this could be done. Conceivably the FCC could either set the actual date of revocation, which now appears certain in view of the proposed decision, at a time far enough in the future to allow action on one of the pending applications for a new station using the present WSAL facilities, or announce simultaneously, after previous consideration of the applications, the revocation and the new grant. As for the latter, it was pointed out that procedural questions might arise if the Commission were to consider the pending applications before actually deleting the station.

At present two separate applications have been filed with the FCC requesting a new station in Salisbury, utilizing the present WSAL facilities on 1200 kc., with 250 watts power fulltime—by Delmarva Broadcasting Co. [BROADCASTING, Dec. 1, 1939] and Peninsula Broadcasting Co. [BROADCASTING, Feb. 1]. A third application, for assignment of the WSAL license, was entered by Eastern Shore Broadcasting Co. on Aug. 26, 1939, but this application would necessarily go by the boards if the station's license were revoked.

As the WSAL case developed during hearings which began Dec. 18 and extended through Jan. 22, 1940, it was apparent that FCC interest in the situation extended beyond the revocation matter itself as evidence was presented purporting to show participation in the affairs of the station by various parties, including James W. Gum and former Senator Clarence C. Dill, Washington radio attorneys, and Glenn D. Gillett, Washington consulting radio engineer [BROADCASTING, Feb. 1].

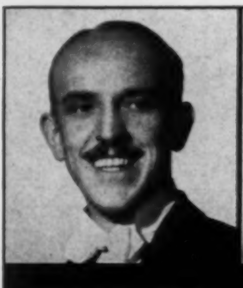
Although the FCC has not yet revealed whether or how it might proceed, it is felt the official interest shown in tracking down points in the conflicting testimony and holding open the record points to coming action on the part of the FCC, either through direct censure or by turning the matter over to the Justice Department for possible prosecution.

Commission's Explanation

In its proposed decision to affirm the WSAL license revocation order of Oct. 24, 1939, the FCC declared:

> Where, as here, a license is obtained as a direct result of false statements and representations under oath, involving among other things an applicant's financial responsibility, and made to the Commission in the application itself as well as in the evidence submitted at public hearing in support thereof, the Commission has only one course of action and that is to make final its order of revocation upon that ground alone. If the real facts had been known to the Commission with respect to applicant's finances the Commission could not have legally authorized the issuance of a license to an applicant who at best had available to him not to exceed $340.
>
> Any contention that satisfactory service has been rendered and that the community in question would be without service in the future is not controlling in this case. However important the present service is, the Commission cannot escape the responsibility fixed by statute to ascertain the qualifications of applicants by considering truthful statements and to act accordingly in the granting or refusal of licenses. In requiring that applicants for licenses be found legally, technically, financially and otherwise qualified, Congress recognized that communities will be better served by those who truthfully show themselves to be qualified in all such respects than by persons who are willing to be used as mere figureheads for others who for reasons best known to themselves desire to conceal their interest.
>
> The applicant for a permit to construct and operate WSAL made false statements under oath both in the original application and at the hearing thereon. Many of such statements involve matters of fact concerning the applicant's financial qualifications which, if the truth had been revealed, would have shown applicant not financially qualified and would have compelled the Commission to refuse to grant the license upon the original application.

A Very Good Reason
WHY THEY LISTEN . . .



WILLIAM STOESS

JIMMY JAMES

VIRGINIO MARUCCI

PHIL DAVIS

UBERTO NEELY

JOE LUGAR

EUGENE PERAZZO

Musical Showmanship

WLW **THE NATION'S** ***Most "Merchandise-Able"*** **STATION**

REPRESENTATIVES: TRANSAMERICAN BROADCASTING & TELEVISION CORPORATION—NEW YORK—CHICAGO

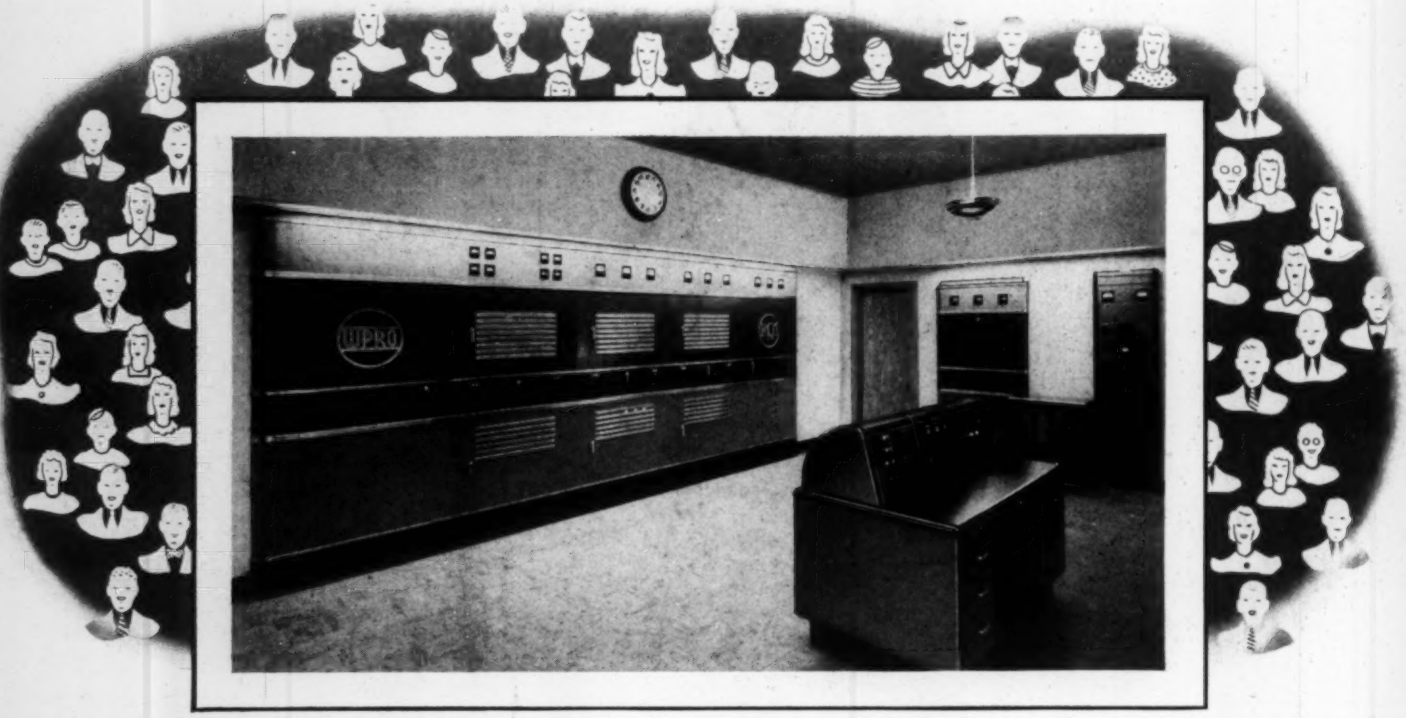
Eight musical conductors and a staff of 60 performing artists, all under the direction of showman-conductor Josef Cherniavsky (above) give WLW's musical originations brilliance . . . attractiveness . . . par-plus showmanship value. And because WLW's musical productions are far above average . . . avid fans listen regularly to the Nation's Station. No other station in WLW's gigantic primary area can boast of such an outstanding musical staff . . .

But WLW's musical showmanship is only one of many reasons why they listen . . . Other reasons are . . . WLW superior production . . . friendly announcing . . . keen perception for special features . . . careful continuity . . . outstanding talent . . . and consistent day after day high entertainment value.

When planning your next radio show . . . whether spot or network . . . consider all WLW has to offer.

. . . . these things, too, we think are a part of the story of WLW.

WPRO..."Engineered for Coverage" ...with the RCA 5-DX Transmitter



Providence Station moves to increase population coverage 60%. New transmitter site, increased power, new towers, RCA antenna phasing equipment, and NEW RCA transmitter

In planning to win new friends among a greater audience, WPRO took no chances. WPRO chose the famous air-cooled RCA 5-DX Transmitter.

Broadcasters everywhere recognize the outstanding engineering which created this 5000-Watt Transmitter. And, they are aware of the distinguished service the RCA 5-DX is rendering in the many stations in which it has been installed.

Its design is functional. Operating convenience was a major consideration. This was achieved in such a way that the 5-DX looks as if it might have been designed for beauty's sake alone. Check operating cost figures . . . compare the excellence of its performance . . . and you'll find the beauty of the 5-DX is more than "skin deep."

We believe the 5-DX is a good example of the constant and studied efforts of RCA to build the best possible equipment at the right price. We are confident that through the application of the same sound fundamentals of sound engineering practice, RCA can find the correct solution to any problem you may have.

Noteworthy Facts About the RCA 5-DX

1. COMPLETELY AIR-COOLED—Use of new RCA air-cooled tubes ends need of water cooling equipment. Eliminates cumbersome tanks, pipes, machinery, and danger of freezing. Sets new standard of reliable operation.

2. LOW OPERATING COSTS—Power consumption greatly reduced by high efficiency circuit. Lower tube expense. No critical or complicated circuits.

3. LOW AUDIO DISTORTION—Low distortion over entire audio-band. Low carrier noise level. Feedback is stable. No critical adjustments.

Use RCA Tubes in Your Station for Reliable Performance

FOR FINER PERFORMANCE...
GO RCA ALL THE WAY

Microphones
Speech Input Systems
Associated Equipment
Transmitters

RCA Broadcast Equipment

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